THE INTERACTIVE ENTERTAINMENT WEEKLY
MCV
Friday September 9 2005 **£3.25**

THE SUFFERING
TIES THAT BIND
62
THIS OCTOBER
FEAR WHAT'S INSIDE

STORYLINE

SEQUEL TO THE **GENRE-DEFINING** AND **AWARD WINNING** ACTION/HORROR GAME, THE SUFFERING®.

THE SUFFERING: TIES THAT BIND IS A REVOLUTIONARY ACTION-HORROR GAME THAT MAGNIFIES THE TERROR OF ITS PREDECESSOR WITH ALL NEW TWISTED CREATURES AND SOME RETURNING FAMILIAR FACES.

SET IN THE SLUMS, STREETS AND PRISONS OF A GRITTY BALTIMORE, THE PLAYER ONCE AGAIN CONTROLS TORQUE AS HE SEEKS REVENGE ON THE MYSTERIOUS AND MANIPULATIVE CALEB BLACKMORE, A MAN SOMEHOW TIED TO THE DEATH OF TORQUE'S FAMILY. PLAYERS WILL EXPLORE THE TOUGH AND UNFORGIVING INNER-CITY STREETS, AN ENVIRONMENT WHERE POVERTY AND URBAN INJUSTICE SHACKLE THOSE WHO LIVE THERE JUST AS EFFECTIVELY AS A PRISON. THE UNIQUE MORALITY SYSTEM RETURNS AS PLAYERS DELVE INTO TORQUE'S TROUBLED PSYCHE TO UNRAVEL HIS PAST AND CONTROL HIS FUTURE.

FEATURES

JOURNEY INTO MADNESS. DELVE INTO TORQUE'S PAST WITH PLAYABLE FLASHBACKS AND DEFINE HIS FUTURE JOURNEY, STRUGGLE WITH HIS INNER DEMONS, HIS RAGE AND HIS TENUOUS GRIP ON SANITY.

MASTER THE RAGE. NEW MULTI-LEVELLED INSANITY MODE IS TIED DIRECTLY TO PLAYERS' ACTIONS, CREATING THE DEADLIEST WEAPON IN THE GAME - TORQUE'S INNER DEMON. THIS HORRIFIC GIANT CHANGES FROM SUPER-HERO TO BLOOD-THIRSTY BEAST DEPENDING ON WHICH MORAL PATH IS BEING PURSUED.

A SEEDY, URBAN WORLD. EXPLORE THE SQUALID SLUMS, THE INFESTED STREETS AND THE CHILLING PRISONS OF BALTIMORE. BATTLE MANIFESTATIONS OF URBAN DEPRIVATION AND HISTRORICAL ATROCITIES.

CHOOSE YOUR PATH - CHOOSE YOUR PLOT. DEFINE THE TRUE STORY BEHIND TORQUE'S CRIMES AND HIS JOURNEY INTO MADNESS. GAME DEFINING MORAL CHOICES AFFECT THE GAME'S OUTCOME - EACH PATH PROVIDING A COMPLETELY DIFFERENT GAMING EXPERIENCE.

REFINED AND ENHANCED GAMEPLAY. FEATURING A REDESIGNED AND STREAMLINED INVENTORY, EXPANDED PLAYER MOVEMENT MECHANICS, REFINED CONTROLS, MORE VARIED AND ENHANCED ENEMY AI AND A LARGE ARSENAL OF WEAPONS, TIES THAT BIND MELDS BIG ACTION SEQUENCES WITH VISCERAL HORROR.

DISTURBING CHARACTERS AND CREATURES. A PLETHORA OF BRAND NEW FEROCIOUS FIENDS AND SOME RETURNING HORRORS ALL DEPICT SOCIETAL PROBLEMS SUCH AS STREET CRIME, STARVATION, GUN VIOLENCE AND RIOTS.

THE MAGAZINE FOR THE INTERACTIVE ENTERTAINMENT INDUSTRY

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Pro Evolution Soccer 5, Total Overdose and more

EVERY BUYER ● EVERY BRANCH ● EVERY INDIE ● EVERY WEEK

INCORPORATING CTW

EA: Geneva move on

World's biggest publisher to establish new Euro HQ ● Florin takes new international role

by Dave Roberts

ELECTRONIC ARTS is setting up a new international publishing office in Geneva, which will incorporate its European HQ, with 85 roles moving from their current location in Chertsey, *MCV* can exclusively reveal.

The switch to Switzerland was first predicted by *MCV* in July, but EA had remained tight-lipped until last week, when executive vice president of international publishing Gerhard Florin spoke for the first time about the reasons behind the decision.

He talked of a desire to be in the geographical heart of Europe, even if, in commercial and cultural terms, many would see Geneva as an organ of lesser importance.

"Maybe, but maybe we've previously been looked at, by the 24 international offices that aren't in this country, as being a little UK-centric. What we want to be is a truly international division, so we've moved to a more neutral territory, possibly the most neutral territory of all."

"The UK is still the creative hub in Europe. It's the home of the Northern Region and UK teams and the studio here will continue to grow."

Florin also discussed the personnel shuffles after the departure of EA stalwarts Don Mattrick and Bruce Macmillan. Both quit to pursue unspecified "other opportunities".

> *Maybe we've been seen as a little UK-centric. So we've moved to a more neutral territory. Possibly the most neutral territory of all.*
>
> ***Gerhard Florin, Electronic Arts***

Their departures have been covered internally. Paul Lee becomes global studio boss. Frank Gibeau, heads up publishing in the US, while Florin takes all other territories.

Northern region boss Paul Jackson, meanwhile, pointed out that only 10 per cent of the 850 Chertsey jobs were being moved to Geneva, and strenuously denied that the move was a blow to the UK industry or the status of the Chertsey campus.

Former Euro boss Florin has new international role - and a new HQ

He offered: "I think the fact that people have been promoted internally says a lot about the strength in depth at EA and it's preferable to appointing from outside. It's time that the next generation at EA got off the bench and step up to the plate."

Renderware is reined in

THE FUTURE of Renderware as a third-party technology looked uncertain this week, with Criterion boss David Lau-Kee revealing that dwindling outside support made continued external licensing "doubtful".

Renderware is widely viewed as the industry standard middleware solution, used by the likes of *GTA*, but support has dropped off since Criterion's acquisition.

"EA never saw the third-party business as the primary reason for its investment," Lau-Kee told *MCV*. "When the client base dropped, we had trouble justifying the effort it takes to maintain the service that supports third-parties. We are exploring alternative channels; however it is doubtful that we will find a viable solution."

The next version of the technology, Renderware 4, is expected to be used exclusively by Electronic Arts.

MCV INTERVIEW

As Microsoft finalises its plans for 360, Euro boss Chris Lewis promises that Europe will be Microsoft's No. 1 priority *Page 26*

> *We will focus on winning Europe. I fundamentally think the tide has turned.*

Microsoft: 'We've been killing PC gaming'

Major initiative will promote Windows games ● New retail concept will combine 360 and PC

by Johnny Minkley

MICROSOFT has pledged to 'put the game back into Windows', admitting that its lack of investment in PC has been 'killing' the platform.

The firm has outlined to *MCV* details of an 18-month drive to establish Games For Windows as a platform with the credibility of PlayStation and Xbox, ahead of the launch of the Vista operating system.

"It's our biggest ever investment in Windows gaming," said product manager Kelly Stanmore. "The Windows business is down 10 per cent year-on-year and we've lost shelves of space. We're killing off that community without the retail support."

Microsoft has neglected PC gamers as it pushed forward with Xbox, but the advent of 360 will mark a defining moment for its gaming ambitions.

"We're putting the 'game' back in Windows," explained group manager Chris Donohue. "We're over the hump with Xbox 360 so now ready to build Windows as a platform."

Key to this is a bespoke retail concept, offering Xbox 360 and Games for Windows titles, plus a cross-compatible range of peripherals, integrating the gaming experience.

And the publishing community is also throwing its weight behind the push, with the major publishers even redesigning their PC boxes to flag up Games for Windows in a similar way to console format branding.

Games for Microsoft® Windows®

MEDIA 21 COMMENT & ANALYSIS 22 RETAIL 37 RECOMMENDED 38 NEW RELEASES 42 CHARTS 46

DIGEST

[MCV IN A MINUTE]

Activision: *X-Men Legends 2* is Recommended.

Deep Fried Entertainment: Five former EA execs form new development studio.

DKPM: The branding agency appoints a new commercial director.

EA: *Burnout Legends* is a Must Stock title.

Eidos: John Davis departs the firm for a well-earned break.

Eidos: Mammoth marketing push for upcoming shooter *Total Overdose.*

Emap: The publisher battles with rivals to retain *Official Nintendo Magazine.*

Frontier: David Braben is named Development Legend at the Develop Industry Excellence Awards.

GAME: CEO Lisa Morgan backs new trade show but more retail support is needed.

Gusto Games: Several new faces join the developer as it plans huge expansion.

HMV: Entertainment chain ups its games offering.

Infinium Labs: The Phantom console is unveiled at the Develop Awards.

Jamdat: Mobile games publisher appoints Michael Lynton to the board.

Konami: *Pro Evolution Soccer 5* leads this week's Recommended section.

Logitech: The G15 keyboard is this week's Margin Maker.

Microsoft: the company names Europe as its number one priority for the 360.

Midway: The firm promises a multi-million pound push for this year's Christmas rush.

Midway: *The Suffering: Ties That Bind* is Recommended.

NCSoft: The MMO specialist prepares to launch an online casual gamers service.

Nintendo: Retail predicts big things for upcoming pet-sim *Nintendogs* and pundits heap praise in the Reviews Section.

Nokia: *MCV* looks at the N-Gage and ponders what the future holds for the platform.

Playlogic: Dominique Morel joins the company as the new chief technology officer.

SCi: Head over to Recommended to get the low-down on *Total Overdose.*

Sony: The PSP enjoys the most successful hardware launch in UK history, shifting an impressive 185,000 in its first weekend.

Sony: Sony's Freedom campaign culminates with two huge parties at Alton Towers and Thorpe Park.

THQ: Three *Warhammer* releases are Recommended.

THQ: Hires Bob Finlayson as VP of corporate affairs.

Ubisoft: *Brothers in Arms 2* is Recommended.

Ubisoft: *Rainbow Six 4 Lockdown* is the focus of Campaign of the Week.

VUG: The Robert Ludlum licence takes aim for Tom Clancy.

NEWS

PSP revolution

Sony handheld passes 650,000 units in four days ● SCEE boss

by Johnny Minkley

Stock is 'patchy' in places - particularly when these guys are around

HISTORIC? Momentous? Downright spectacular? However you choose to characterise it, the long-awaited arrival of PSP in Europe last Thursday (September 1st) rewrote the rulebook for a hardware launch, smashing sales records across the Continent.

As the clock struck midnight, fears over hardware shortages and squabbling over grey importing seemed to be forgotten, with consumers voting with their pockets to make PSP the fastest–selling console in history. In the UK alone, ChartTrack reported that a massive 185,000 units sold through over the launch weekend – more than double that achieved by the previous best, 87,000 by DS.

And, based on the projections of senior sources, *MCV* understands that total sales across all PAL territories for the first four days at retail are a hugely impressive 650,000 units. Retailers were reporting atypically high software attach rates, too – which led to PSP games dominating the UK all-formats chart, with 20 titles in the top 40, including nine out of the top 10.

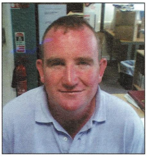
> *The evidence so far is that there are quite a number of people who do not have a PS2 or Xbox who have been buying PSP.*
> **David Reeves, SCEE**

"We are extremely pleased and very happy with how sell-in and sell-through has gone right the way across Europe," said SCEE president David Reeves, speaking to *MCV.*

"Stock is coming in daily and we're replenishing very quickly across Europe. But I think that's just symptomatic of a well-balanced launch."

Reeves confirmed that the UK, France and Spain had performed strongly in line with initial expectations, but added: "We're particularly pleased with Germany and Italy. Normally they don't see the same sort of start as the leading territories, but this time they've pretty much matched them."

Highbury move for Ferguson



FERGUSON: Joins the growing list of Highbury signings

A HEADLINE you wouldn't expect to read in the football press – and the UK games publishing sector will also be surprised by the news that Future stalwart Duncan Ferguson has signed for arch rival Highbury.

Ferguson, a Future loyalist of over 10 years, starts at Highbury as commercial director on September 19th, in a major coup for the Bournemouth-based outfit, which has itself had a number of key staff poached by local rival Imagine in recent months.

Ferguson's move is the latest senior ex-Future employees to make the journey to the coast this year, with Trevor Gilham joining as creative director, Dan Hutchinson as editorial director and David Taylor as publishing director.

"Duncan is a huge recruit for us and one we are incredibly excited about – he's worked at Future for more than 10 years and is known better than anyone else in the industry," Taylor told *MCV.* "I think it shows the growing ability of Highbury to attract the best talent in the industry to come and work at the only genuine alternative to Future."

Highbury: 01202 299900

hits stores

David Reeves hails combined retail effort

The perfect launch

Senior sony executives delighted by roll-out of the new PlayStation handheld...

Phil Harrison, Executive Vice President, Development, SCEE

On PSP's impact:
"It was very encouraging to see the wide cultural cross-section of society lined up to buy their PSPs. All across Europe, PSP looks to have crossed-over into the mass media and public consciousness as well as we could have possibly hoped - and this is clearly reflected in the profile of the buyer."

On the performance of SCEE's titles:
"Delighted doesn't even come close. To support the launch of the system with such a great line-up and to see titles like WipEout Pure achieve instant killer app status is a great achievement for our studios. Studio Liverpool has had a great week coming off its win at the Develop Awards with its game riding high in the charts, but every one of our internal studios delivered at least one title."

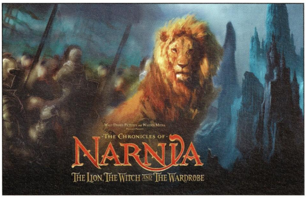
Ray Maguire, MD, SCE UK
"We were elated with the launch of PSP - there was a lot of hard work from everyone involved and the support from retail was fantastic. We saw an unprecedented 300 stores opening at midnight and throngs of customers filled with genuine enthusiasm. We'd like to extend our gratitude to everyone who helped make this hugely successful launch possible."

Key to the PSP's success is the claim that it has attracted a broader demographic than any previous console launch.

"There are quite a number of people who do not have a PS2 or Xbox, who have been buying PSP," added Reeves.

"This we have picked up from our databases in Germany and France. So yes, there is initial evidence that we are broadening the appeal of the PlayStation franchise."

BVG conjures £2.5m spend to drive Narnia to Christmas top spot



Walt Disney Pictures and Walden Media
The Chronicles of
Narnia
The Lion, The Witch and The Wardrobe

IT'S ALREADY set to be one of the box office smashes of this Christmas – and Buena Vista Games is banking on mirroring this success with its video game incarnation, pumping a massive £2.5m marketing spend behind *The Chronicles of Narnia.*

The game releases in the UK across PS2, PC, GBA and DS formats on November 25th, ahead of the cinematic release on December 5th, and for BVG it marks its most ambitious launch to date since attaining independent publisher status.

"It's our biggest investment ever in terms of commitment," senior marketing manager Shan Savage told *MCV*. "I think we have a very strong product and a great campaign supporting it. We're in a powerful position and I think we're competition for anyone this Christmas."

Highlights of the campaign include a heavyweight six-week TV push, and an eight-week cinema campaign, piggybacking the marketing of the film. This will be backed by promotional deals with McDonald's, Tesco Kids Club, Panini Stickers and Harper-Collins books, while Bastion PR continues to work on the specialist press.

"We're definitely aiming for the top three at Christmas," Savage added. "There's no reason why we can't achieve that – it's going to be huge."

BVG: 020 8222 1413

Gameshop promises retail 'revolution'

ACTION REPLAY boss Steve O'Brien has lifted the lid on plans for a new UK games retail business.

Called Gameshop, the first store will open on October 1st in Stretford Mall, Manchester. "It's a new concept in games," O'Brien told *MCV*. "Gone are the days when screwing some chipboard together was the way of the indies - this will be 'nightclub cool for games'.

"After many months of painstaking store design International Display has come up with a revolutionary new store layout which we feel will take the retail experience in the games marketplace to a new level."

The Manchester outlet is what O'Brien hopes will be the first in a number of superstores of 3,000sq feet and 25,000 SKUs, "looking not only to duplicate the success model we have achieved with Action Replay, but to improve upon it vastly."

O'Brien further revealed that Action Replay would be assimilated into the Gameshop business at a later date: "There has never been a better time to begin a controlled expansion."

Action Replay: 01922 640111

> *Gone are the days when screwing some chipboard together was the way of the indies - this will be 'nightclub cool for games'.*
> **Steve O'Brien**

O'BRIEN: Super indie rolls out new games superstore concept

[ALL FORMATS] TOP 10

Week ending September 3rd
Source: ChartTrack/ELSPA

1	***RIDGE RACER*** SONY, PSP	
2.	***BRIAN LARA 2005,*** PS2, XBOX, PC	CODEMASTERS
3.	***WIPEOUT PURE,*** PSP	ACTIVISION
4.	***VIRTUA TENNIS: WORLD TOUR,*** PSP	SEGA
5.	***METAL GEAR AC!D,*** PSP	KONMAI
6.	***NFSU: RIVALS,*** PSP	EA
7.	***MIDNIGHT CLUB 3: DUB EDITION,*** PSP	ROCKSTAR
8.	***TOCA RACE DRIVER 2,*** PSP	CODEMASTERS
9.	***TONY HAWK'S: REMIX,*** PSP	ACTIVISION
10.	***SPIDER-MAN 2,*** PSP, PS2, GBA	ACTIVISION

[PRE ORDERS] TOP 10

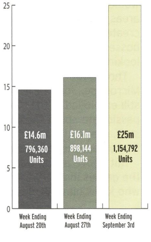
Week ending September 3rd
Source: Amazon

1	***THE SIMS 2; NIGHTLIFE*** EA, PC	
2.	***SONY PSP CONSOLE BUNDLE + 2 GAMES,*** PSP	SONY
3.	***THE SIMS 2: NIGHTLIFE,*** PC	EA
4.	***SONY PSP CONSOLE BUNDLE + 3 GAMES,*** PSP	SONY
5.	***GTA: LIBERTY CITIES,*** PSP	SONY
6.	***PRO EVOLUTION SOCCER 5,*** PS2	EIDOS
7.	***FIFA 2006,*** PS2	EA
8.	***BURNOUT LEGENDS,*** PSP	EA
9.	***ROME: TOTAL WAR,*** PC	SEGA
10.	***WARHAMMER 40,000: DAWN OF WAR,*** PC	THQ

amazon.co.uk and you're done.

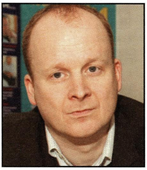
[MARKET VALUE] £19.5m

Total UK Software Sales
Source: ELSPA/ChartTrack and Intent Media



[LEADER]

SUDDENLY, A PAUSE FOR THOUGHT



REAL LIFE very rarely intrudes into the games business.

We're too busy for that. Too young an industry for the gold watch stuff. And not much room for mushy old sentiment.

This environment of ours demands energy, new thinking and controlled overhead. Thus churn, change, burn-out, call it what you will, is inevitable.

If an idea doesn't work, like another ambitious consumer show, or someone's face doesn't fit any more, like a CEO or marketing director, the decision isn't fudged. Tough is best. On we go. Lunch is for wimps and all that.

But every now and then, we have to stop and think. Reality does touch us. And it is important. People have families. Life can be fragile.

That was the stark realisation for many in the business last week, one minute having a beer and talking bollocks at the end of the Games Market Europe event in London, then learning about the untimely death of John Pirie.

> *This isn't a sentimental business. It's a fast-moving one. But we all have to stop and think sometimes.*

Part of the generation that guided the UK games market from the confined nerd legacy of Sir Clive Sinclair to the wider entertainment bounty of Sony PlayStation, Pirie served in senior roles at a series of major games publishers.

He was also chairman of ELSPA for three years, forcing it to set up base in London's Wardour Street also to take on a more modern management structure, where board members would be forced to take on responsibilties for set areas such as piracy, PR and Government. This has created stronger boards, with leading publisher bosses wanting to participate rather than loafers looking for somewhere to idle away an afternoon.

Throughout his games career, which started at MicroPose, John Pirie worked with many people still employed in the games industry today. He was passionate about the business, attentive to his staff, supportive to his friends. He could also be fierce and, like many a boss-type, he had an ego.

But above all, he was a good man. And whilst the games industry will spin on tirelessly, those who knew him will always remember that.

Stuart.Dinsey@intentmedia.co.uk

NEWS

NCSoft makes play for casual gamers

MMO giant lines up a new free-to-play service set to expand its user base ● European launch all set for summer next year

by Johnny Minkley

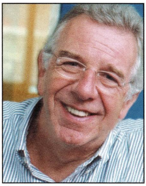
AMBITIOUS MMO specialist NCSoft is set to target the mass-market audience for the first time with the launch of a dedicated casual gaming service, PlayNC.

MCV can reveal that the initially free service will roll-out in Korea later this year, with Europe and the US to follow in 2006.

"Our business to date has been hardcore MMOs – you buy a box and you subscribe," NCSoft Europe's CEO Geoff Heath told *MCV.*

"But there's an enormous online business known as casual gaming where you play a game basically for free."

A range of titles will be developed specifically for the service, and while users will be able to experience them for free, the firm is exploring several alternative ways to monetise the scheme.



HEATH: Chasing young, female gamers, amongst others

"There are various business models where, if you play it free for a while and you really like it, you may want to go to a superior version," Heath explained. "You may want to acquire extra powers, you may want to continue playing it after an extended free period.

"PlayNC will launch in Korea with three titles. We will launch in Europe and the US in the middle of next year and add six to eight titles per year – that's a lot of product."

But NCSoft is also keen to stress that its titles are not chess-like throwaway affairs, but serious products.

"Other companies do what I would call, in the nicest possible way, light games," Heath continued.

"None of our games are light. We'll go across the demographics. Female, young, sports fans, you name it. The idea is to play a game for free and see what you think.

"We're happy with what we've achieved so far, but we're still only addressing probably five per cent of the potential market in Europe. "That's still great, but our view is very much: let's go after the other 95 per cent."

NCSoft: 01273 872 000

Publishing giants scrap for official Nintendo licence

FUTURE, Highbury, Imagine and current licence holder Emap are locked in a bidding war to secure the rights to publish the *Official Nintendo* consumer publication in the UK, with a final decision due to be made within weeks.

Emap has published an officially endorsed title for 12 years, but with *Official Nintendo Magazine* now the only dedicated games publication in the media giant's portfolio - having sold off the rest of its games division to Dennis in 2001 – sources close to the pitching process have suggested that it's very possible the rights will change hands.

"Emap has had the licence for 12 years now, which is a long time to hold any licence in magazine publishing, so we took the decision to take a look at what else was out there," a Nintendo spokesperson explained to *MCV.*

"We invited four publishers to come down a fortnight ago and pitch to us: Emap to re-pitch, Future, Imagine and Highbury to pitch. We're currently weighing up all of the pros and cons and a firm decision will be made within the next few weeks."

Nintendo: 01932 895390

Morgan leads praise for GME, but where was rest of retail?

GAME chief executive is amongst supporters of the new London trade show, but its High Street turn-out disappoints generally ● Goodwill remains from the rest of the business for the event's future development

by Stuart Dinsey

s market
europe

MORGAN: "There's the opportunity to build on the event next year"

FOR A NEW London trade show launched in something of a hurry, Games Market Europe can consider its debut last week a success – but more support, particularly from the retail community, is needed if it is to flourish.

Amongst the senior industry executives who enjoyed the sane environment, where people's voices could be heard and focus could be put on Q4 products and local issues, was Lisa Morgan, the UK CEO of specialist retail giant GAME.

"The show was completely different from E3 in the US, but I actually got a good feeling from it," she told *MCV*.

"Even though it was a small-scale event, I bumped into a lot of people while I was there. For networking, it was excellent. You only need two or three good conversations and the thing is worthwhile.

"It was not a bells and whistles show, but there is the opportunity there to build on the event for next year."

More than 40 companies exhibited at the two-day event, held in the popular Business Design Centre, Islington, with total visitor numbers estimated to be around 1,800.

Most exhibitors were cautiously optimistic about the event's future, but turnout from those working in retail was clearly disappointing.

> *There's a fair number of visitors, but the people that it's for aren't here.*
>
> ***Dean Van Velsen, Gem***

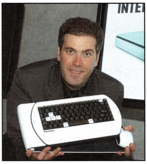
"There's a fair number of visitors, but the people that it's for haven't turned up. The will is there to make this show a success, but there's not enough retailers," said Gem's marketing director Dean Van Velsen.

Many exhibitors are also looking for a greater involvement from the format owners next year, with Nintendo having been the only one of the big three to get behind GME – and even then in a very limited way.

"GME has a good chance of becoming more established," said NCSoft Europe CEO Geoff Heath. "But support from the platform holders is needed if the show wants to progress."

Tandem Events: 020 7251 8550

Phantom appears



INFINIUM LABS CEO Kevin Bacchus has toasted a successful debut for the Phantom at last week's Develop Awards – believing the event served to silence the critics and clear up lingering misconceptions about the games-on-demand device.

A number of Phantom units were on display at the London bash, marking the system's formal European unveiling.

"The feedback was good," Bacchus (*pictured*) told *MCV*. "Just the fact that we were there spoke volumes about the fact that we are very serious."

For Bacchus, one of the four men credited with creating the original Xbox, it was a chance to set the record straight in front of the cream of the development world.

Phantom is expected to launch in 2006, but with Infinium currently trying to secure crucial funding, Bacchus refused to be drawn on specifics.

www.infiniumlabs.com

'way to go this Xmas

MIDWAY has thrown down the gauntlet to its Q4 rivals, Euro boss Martin Spiess revealing: "We will deliver our strongest multi-platform product line-up in the company's history."

The firm's Christmas push is spearheaded by MTV-backed racer *LA Rush*, with *Mortal Kombat: Shaolin Monks*, and *The Suffering: The Ties That Bind* flanking it as part of a massive, multi-million, pan-European marketing drive.

PlayStation.2
LA RUSH
12

Mortal Kombat releases on September 30th for Xbox and PS2, backed by a four-week terrestrial and satellite TV campaign, with *OXM* scoring the game 8.6, stating: "One of the greatest fighting franchises has delivered."

> *For this Christmas season, Midway will provide consumers with gaming excellence.*
>
> ***Martin Spiess, Midway***

Horror sequel *Ties That Bind* ships in mid-October for PS2, Xbox and PC, backed by an extensive cross-media campaign, and has already secured 9/10 from *XBM*.

Finally, *LA Rush* will be the first Midway title to benefit from its cross-promotional deal with MTV, resulting in what Spiess is calling "one of this year's most eye-catching campaigns".

"In short, for this year's Christmas season, Midway will provide European consumers with gaming excellence."

Midway: 020 7382 7720

HMV steps up its games attack

More pressure for specialists as chain increases games presence

by Neil Long

THAT'S ENTERTAINMENT: Games will feature more prominently

HMV PLANS to take its software offering 'to the next level' in the coming years, starting with an increased games presence at the front of 25 new stores, the official Xbox 360 launch in November, and the addition of a games download service within the next two years.

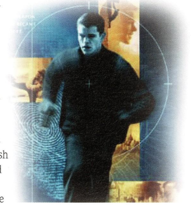
Sony's launch event for PSP at HMV's flagship Oxford Circus store kicked off the retailer's new commitment to the sector, as it moves to reposition hardware and software to the front of all existing stores on top of the 25 new games-focused stores.

"Following the PSP launch at the main store on Oxford Street, all the new stores will have a games section at the front, and existing stores will have games moved to a more prominent position," said HMV chief executive Alan Giles.

HMV head of press and PR Genarro Castaldo added: "We haven't enjoyed a high profile in the games industry in the past, but now we're looking to take our games offering to the next level. We got the official PSP launch above GAME, and now we've got the Xbox 360 launch too."

Along with PSP, September 1st saw the launch of HMV Digital, a new online music and video download service. The retail giant confirmed that a games download service is also in the pipeline: "It's still probably around 12-18 months away, but with Microsoft as a partner, we're well placed to build on the current service," revealed Castaldo.

VU: 'Ludlum is our Clancy-beater'



BOURNE TO RUN AND RUN? Ludlum series coming

VU GAMES UK boss Adam Roberts believes the recently acquired Robert Ludlum licence has the potential to outdo the massive success Ubisoft has enjoyed with its Tom Clancy range.

Ludlum, a thriller novelist who has sold over 290m copies of his works worldwide, is best known as the author of box office smash hits *The Bourne Identity* and *The Bourne Supremacy*.

"The whole thing about the Ludlum deal is one of excitement for me personally - I've seen what can happen with a fantastic licence and a great game," Roberts told *MCV*. "What excites me the most is that this is a long-term deal. It says a lot about VUG and our position in the market."

And Roberts believes VU can learn from, and better, Ubisoft's achievements with the rival Clancy franchise.

"I think Ubisoft has done a fantastic job and created something much bigger than it was when it started," he explained. "I think the advantage we'll have is it's a hugely well known brand with the movies, and the output of Ludlum is incredible."

The firm has yet to confirm any specific titles, Roberts adding: "We've not got any definite word on titles or volume of titles. But I can say what we launch will be a selection of brands from Ludlum. It won't just be one product."

VU Games: 0118 920 9100

Retail on heat for Nintendogs

After selling an impressive 250,000 units in the US, hopes are high for DS pet simulator in the UK

IT CREATED a stir in Japan and has recently been making waves in the US – now UK retail is waiting with baited breath for the long awaited release of *Nintendogs* on October 7th.

In its first week on sale in the US, the pet-simulator shifted an incredible 250,000 copies, representing nearly 15 per cent of the DS' user base. *Nintendogs* was also a phenomenon in Japan, so unsurprisingly UK retail has pegged the game down as a key Q4 title.

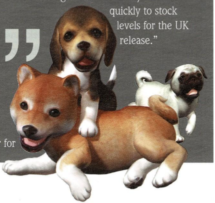
"There's been a huge level of interest from customers," GAME's Simon Soffe told *MCV*. "Nintendo's PR campaign has been very good, raising the awareness and penetrating the mainstream media. We're pinning it as a key title for DS."

Argos' Richard Webster agreed: "We support Nintendo in their efforts to broaden the gaming market and we think *Nintendogs* will achieve this." Indeed, some retailers are predicting even bigger things for the title. "I think that it will do for DS what *Pokemon* has done for the original incarnations of the Game Boy," enthused Action Replay head Steve O'Brien.

> *We support Nintendo in their efforts to broaden the gaming market.*
>
> ***Richard Webster, Argos***

Unsurprisingly, Nintendo is hoping that *Nintendogs* repeats its successes upon its European release.

"We expect *Nintendogs* will be just as huge in the UK as it has in Japan," Nintendo's Rob Saunders told *MCV*. "With a massive marketing campaign behind the release we feel *Nintendogs* will be a great hardware driver for us. We will have sufficient stocks to cover demand for the launch and our experience from the roll-out in Japan and the US, where demand exceeded expectations, have given us the ability to react quickly to stock levels for the UK release."



"DS is the ultimate expression of our goal to find new audiences"
David Yarnton P22

Clash of the Titans

Electronic Arts, Activision and VU Games all ready to do battle with their superhero offerings ● But Ultimate Spider-Man is tipped as the favourite at retail

by Ben Parfitt

FORGET GOTHAM CITY and Metropolis – superhero fans should keep a close eye on the High Street in October as the biggest names in the business clash heads in the battle for chart supremacy.

Activision's *Ultimate Spider-Man* and *X Men Legends 2: Rise of Apocalypse* plus EA's *Marvel Nemesis: Rise of the Imperfects* all hit retail on October 14th.

Although all three are expected to perform strongly, early bets are tipping the famous web slinger.

"We're really looking forward to *Ultimate Spider-Man* and expect a very strong performance," GAME's Simon Soffe told *MCV*. "However, superhero fans show loyalty to their favourite characters and we expect all of the titles to receive strong support."

> *We're really looking forward to Ultimate Spider-Man and expect a very strong performance.*
> ***Simon Soffe, GAME***

Whilst *Ultimate Spider-Man* will build upon the success of last year's critically acclaimed free-roaming *Spider-Man 2*, RPG title *X-Men Legends* was a consistent performer at retail and Activision will be hoping that fans of the original titles will buy into the franchises once again.

Appearances in two titles this Q4 has given Spider-Man those buns

EA's *Marvel Nemesis* has been the quietest of the bunch so don't be surprised to see the title slip. A 3D one-on-one fighter may seem the least appealing proposition of the bunch, but with production values to match the likes of *Def Jam Vendetta* and a cast including Spider-Man and Iron-Man, it would be ill-advised to bet against the might of EA's marketing machine.

Meanwhile, VUG's *Incredible Hulk: Ultimate Destruction* hits stores today and will be hoping to make the most of its head start following some positive review scores. "Without a doubt the Hulk is going to storm retail," said one leading independent retailer.

MARVEL HEADS TO CINEMA

Changes at Marvel have paved the way for the firm to start producing its own feature films. Previously Marvel had sold its movie licences to studios such as Sony and 20th Century Fox. As well as changing its name from Marvel Enterprises to Marvel Entertainment, the firm has also secured funding and hopes to give the likes of Captain America, The Avengers, Black Panther, Dr. Strange and Hakeye a silver screen outing. Expect the first cinematic offerings to hit screens around 2008.

Europe is top priority for 360

Retailers this side of the Atlantic are still concerned that the US will get preferential treatment as far as 360 allocation is concerned ● But Xbox Euro boss has promised that Europe will get more focus than ever

XBOX EUROPE boss Chris Lewis has revealed that Europe is Microsoft's number one global priority as it prepares to fight Sony's market leadership with Xbox 360.

Amidst persistent fears amongst the European trade that the US would be given preferential treatment in the event of any serious shortages over the global launch period, Lewis moved to allay fears and provide insight Microsoft's redefined strategy.

Asked whether he agreed with the notion of special treatment for the firm's home territory, Lewis insisted to *MCV*: "Europe is a critical swing territory in terms of our worldwide success, so I would say almost the opposite will apply now. My own sense is that we will disproportionately focus on winning in Europe and if anything I think we would see units flowing the other way – that probably wouldn't have been the case a few years ago."

> *Europe is a critical swing territory... we will disproportionately focus on winning over here.*
> ***Chris Lewis, Microsoft***

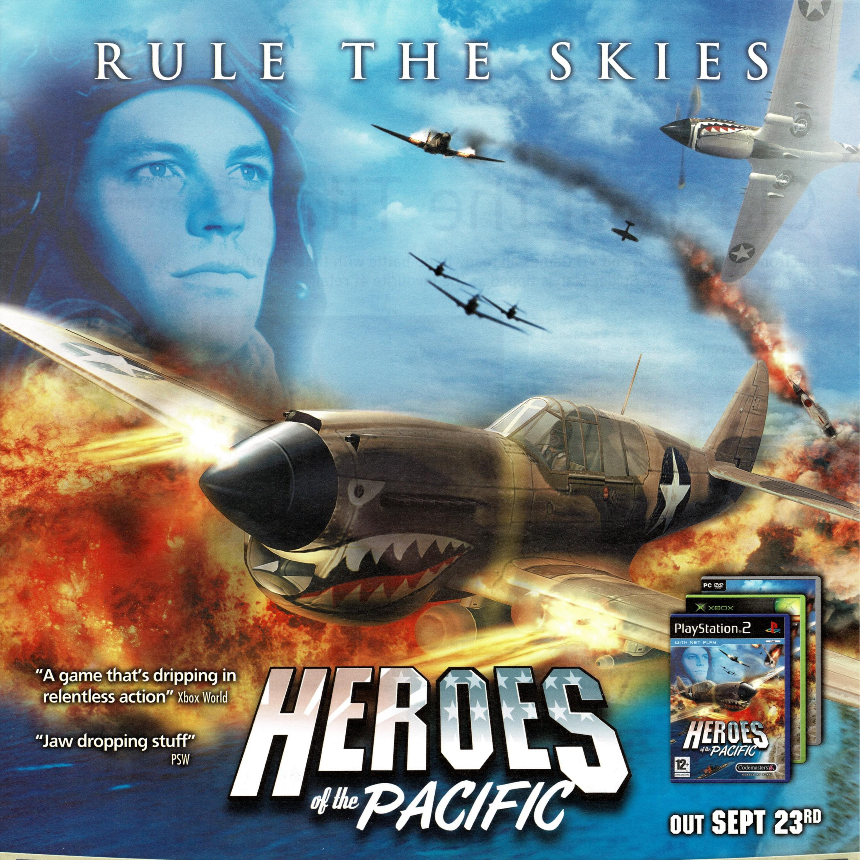
Microsoft's relations with UK retail were damaged by the shortages of the current Xbox last Christmas, which continued deep into 2005.

Since then UK boss Neil Thompson has restructured his team to improve relations with the trade, and Lewis' comments are likely to be bring further cheer.

Xbox 360 is expected to release worldwide this November. With an announcement due in the next few weeks, Lewis refused to be drawn: "Suffice it to say it will be well in time for Christmas, and it will be the time when we have the right amount of inventory to make sense for the region as a whole."

LEWIS: Has made more promises about Europe than Tony Blair

RULE THE SKIES



"A game that's dripping in relentless action" Xbox World

"Jaw dropping stuff"
PSW

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Britsoft studios celebrate brighter future at awards

Positivity reigns as cream of development world unites for Develop Awards 2005

by Ben Parfitt

DESPITE SUFFERING a torrid ride over the last year, the UK development industry gathered to celebrate its renewed buoyancy and bright future last week at the Develop Industry Excellence Awards.

A feeling of positivity defined the event as the sector asserted its readiness for the upcoming challenge of next-generation platforms.

> *We're on the cusp of a great period for UK development. Things are very positive right now.*
> ***David Braben, Frontier***

"Natural selection has taken place in the development community," offered Giant's Tom Stone, delighted by the praise heaped upon *Lego Star Wars* at the awards.

"Development is risky and you're only ever as good as your next game, not your last. People often say UK development is in trouble, but when the UK is producing titles like *Fable* and the *GTA* series it's very hard to believe."

Frontier's David Braben, winner of the Development Legend accolade, echoed this sentiment: "We're on the cusp of a great period for UK development," he enthused.

"Several development houses may have closed in the last year but the UK development headcount has not diminished. Things are very positive at the moment."

"The event had fantastic representation from all over the world," added Stuart Dinsey, MD of event host Intent Media.

"The judges seem to have got it right, with universal acclaim and appreciation for winners. And, different to last year, the mood on the night was confident and upbeat. The development industry appears ready for the challenge ahead."

THE WINNERS

Creative Assembly won the Grand Prix Award

New UK/European Studio
Juice Games
Most Improved Studio
Traveller's Tales
Mobile Games Studio
Morpheme
Handheld Games Studio
SCE Liverpool
New Console IP
Big Blue Box/Lionhead - *Fable*
New PC IP
Sports Interactive - *Football Manager*
Best Use of a Licence
Traveller's Tales - *Lego Star Wars*
Best Use of Online
Digital Illusions - *Battlefield 2*
Art and Sound
Criterion Studios - *Burnout 3: Takedown*
Innovation
Morpheme - *Bluetooth Biplanes*
Tools Provider
Havok
Services and Outsourcing
Babel Media
Recruitment Company
Datascope
Publishing Hero
SCi
In-House Development Team
Rockstar North
Independent Developer
Traveller's Tales
Development Legend
David Braben
Grand Prix Award
Creative Assembly

develop
INDUSTRY EXCELLENCE AWARDS

Eidos in marketing Overdose

THE FIRST title from the newly-merged SCi/Eidos group arrives next week - and the Britsoft publisher is duly backing Mexican shooter *Total Overdose* with a bumper marketing campaign.

An eight-week run of 60–second advertorials on MTV, featuring interviews with characters from the game, will head the strategy, while a week-long promotional campaign with music channel TMF is also planned, along with a three–week ad blitz across C4, Five, MTV, E4, Sky One, ITV2, Sky Movies, Sky Sports and Bravo.

The 10-week press campaign will encompass *FHM, Loaded, Nuts, Daily Star* and *T3*, with *Total Overdose* also set to feature in 20-second ads in 1,500 bars throughout the UK.

In addition, Eidos has appointed London agency Hill & Knowlton to handle PR for the title.

"Within a market that is packed with action/adventure games it is our responsibility to make *Total Overdose* stand out from the crowd," said Hill and Knowlton's senior account manager Steve Marks. "We are delighted to be working in partnership with Eidos."

Total Overdose is released on PS2, Xbox and PC on Mexican Independence Day, September 16th.

www.totaloverdose.com
TOTAL OVERDOSE

[IN BRIEF]

Ubisoft on the up
Ubisoft's seemingly endless assault on the gaming charts is paying dividends - in the first half of 2005 it was the No. 2 independent publisher in Europe. The company also enjoyed a strong performance in North America and Australia. Ubisoft ranked second in the UK, Italy and France, fourth in Germany and fifth in Spain. It also hit third spot in Canada, fourth in Australia and sixth in the US.

Giz all mapped out
Tiger Telematics is preparing to finally release its long-awaited satellite navigation software for Gizmondo at the end of September at £99 in the UK and £199 in mainland Europe. Gizmondo Navigator 2006 will ship on a different SD card for each geographic region and offers both 2D and 3D navigation as well as voice navigation. A car cradle and charger will also be launched alongside the software. A bundle featuring both the software and console will retail for £199.

Shallcross becomes Virgin
Brian Shallcross has been appointed games campaign merchandiser at Virgin. He has joined having previously worked at High Street rival HMV, and becomes one of few that have successfully completed the retail equivalent of a move from Spurs to Arsenal.

Bolton lockdown
Three successful raids at residencies in Bolton have resulted in the seizure of counterfeit games thought to be worth around £500,000. The raids were a result of work between ELSPA, Bolton Council, local police and various anti-piracy bodies. The youngest counterfeit trader had a fully operational business run through eBay run from his home.

Macro adds two more
Hip and Zylom are the latest publishers to join Macrovision's Trymedia game distribution network. Hip's line up is available in a try before you buy format, and includes *Garfield, Gadget* and the *Gadgetinis* and *Stolen.* Casual games specialist will offer *Zylom* has favourites like *Bejeweled 2, Caramba Deluxe* and *Cubis 2 Deluxe.*

From the makers of the number-one selling Conflict series comes the most explosive Conflict game ever.

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- Enemies with real intelligence - developed in conjunction with professional military advisors, ensuring realistic enemy tactics and behaviour.
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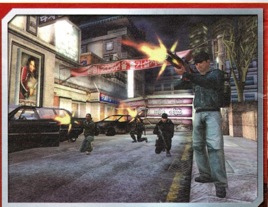
- 2 month lifestyle and specialist online advertising campaign
- 9 month specialist PR campaign
- 3 month lifestyle PR campaign

www.conflict.com



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EVENT [GUIDE]

TOKYO GAME SHOW 2005

September 16th-18th
Tokyo Game Show
tgs.cesa.or.jp

September 19th-20th
Video Game Investor Conference
Hotel Nikko, San Francisco

October 4th-5th
X05
Amsterdam
Microsoft: 0118 909 4599

October 7-9th
Indie Games Conference, Eugene Oregon
www.indiegamescon.com

October 24th-25th
The LA Office Roadshow Europe, London
www.laoffice.com

October 25th-26th
Brand Licensing Show
London
www.brandlicensingexpo.com

October 27th-28th
Austin Game Conference
www.gameconference.com

October 31st - November 1st
Serious Games Summit
Washington DC
www.seriousgames.org

January 5th-8th
2006 International CES
Las Vegas
www.cesweb.org

January 25th-28th 2006
ToyFair
ExCeL, London
www.toyfair.com

May 10th-12th
E3 2006
Los Angles
www.e3expo.com

JOHNPIRIE

Tributes for the listener

The games industry has been shocked by the sudden death of John Pirie - a longtime senior executive within leading companies and a former ELSPA chairman who helped modernise and empower the trade body. Deepest sympathy goes out to his family...

JOHN PIRIE will be remembered affectionately by those who knew him. He was able to combine senior management roles with passion, spirit and enthusiasm, installing in those around him a desire to enjoy what they did whilst seeking to achieve as much as possible with every opportunity. Successful through his career in the games industry, John worked with Microprose, Domark and then Eidos before moving onto remarkable achievements with GT in the late nineties.

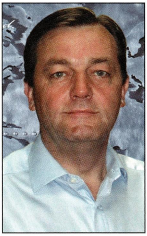
When GT was consumed by an Infogrames acquisition, John became a senior VP for the French company.

More recently he worked with Kaboom before heading up Cosmi in Europe.

During these busy years John demonstrated his commitment to the games industry by joining the ELSPA board, becoming chairman.

During a successful three year period as chairman he drove dramatic changes in the body, its running and its achievements. He was inspirational in embracing new thinking and ideas, including ELSPA's welcome move to London, the introduction of the PEGI ratings system and the initial foundations that were laid for ISFE.

A private man by nature, he always had time to listen and to guide, to offer advice and to always see the positive and the good in those around him.


John Pirie modernised ELSPA

> **JOHN** was my boss for over two years at GT Interactive France and beyond the role of the tough guy he liked to play, one could easily feel his sensibility and his generosity.
>
> When he was asking for some news about the family you could tell that it was not just to be polite, he was really paying attention, simply because his own family was very important to him. So important that sometimes I felt like I knew them.
>
> In business, he had this expression he was using all the time, back then, and that I ultimately made mine: "The reality check." Since then, our paths crossed very occasionally but he was always warm and gentle.
>
> The news of his death came as a shock because, to me, he was a very strong human being.
>
> Au revoir John.
>
> **Luc Bourcier**
> **Managing Director, GT Interactive France 1996-2000**

CAMPAIGNOFTHEWEEK

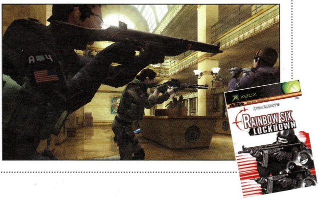
TOM CLANCY'S RAINBOW SIX LOCKDOWN

Developer: Ubisoft **Format:** PS2, Xbox, GC **Release Date:** Sept 9th

ONLINE: Online community competitions will be taking place over Xbox Live and PlayStation Online, focusing on the new, expanded online play modes. There will also be a range of promotions and competitions running on various *Rainbow Six* fansites. There will also be many 'virus overlays' running on specialist UK websites, re-branding the entire site in the *Rainbow Six Lockdown* style.
DEMOS: There has been widespread demo distribution to gamers across the country, allowing many to sample the game prior to release.
TV: A three-week advertising campaign is planned, running over terrestrial and satellite channels.
PRINT: Already underway is a six-month specialist lifestyle print, and online, campaign including 'teaser' and 'reveal' adverts. There has been extensive coverage of the game in the specialist gaming press. There have also been front covers on *P2, XBM* and *Solutions*.
PR: A press day was held in London with ex-SAS survival expert Eddie Stone, who provided a real life view on the game. The event was attended by *FHM, Arena, Maxim, Boys Toys, Ladsmag, The Mirror* and *The Express*.
POS: A full range of POS is available including posters and free standing display units. The game will also be situated on primary racking spots in major stores.

TOM CLANCY'S RAINBOW SIX LOCKDOWN

LOFQUIST
HOLD
SR4-CQB
A typically assured PR campaign by Ubisoft means that there is plenty of demand and awareness for Lockdown's arrival



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For more information visit www.gizmondo.com
or contact the sales team at sales@gizmondo.com
or call +44 (0) 1252 557100

*The following items are available seperately;
In-car Charger and cradle for £29.99.
Gizmondo Navigator 2006 (UK Edition) software for £99.
Gizmondo Navigator 2006 (Europe Edition) software for £199.
Other regions will be made available shortly.

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GIZMONDO™

HIGH STREET UPDATE

POINT OF SALE

Nokia: Racing title *Glimmerati* has pod wings, posters and oversized boxes available in support.

Eidos: Upcoming shooter *Total Overdose* is backed with A2 posters, standees, sales sheets, cubes and DVD demos. *Conflict Global Storm* has A2 posters, standees, sale sheets, and oversized boxes in support.

Activision: Inlays are available for *Tony Hawk's Underground 2 Remix*, *Spider-Man 2* and *Untold Legends*.

Capcom: Sales sheets are backing *Resident Evil 4* whilst *The Nightmare Before Christmas* is supported with sales sheets and posters. *Beatdown* is supported with posters whilst *Resident Evil Outbreak File 2* is promoted with A2 posters, oversized boxes and PS2 inlays.

Take 2: A2 posters back *Charlie and the Chocolate Factory* whilst A2 posters and inlays are supporting *The Warriors*. *Midnight Club 3 DUB Edition* is supported with A2 posters, PSP inlays and boxes.

Sega: *Virtua Tennis World Tour* is backed with posters, inlays, window clings, dummy boxes and counter display units. Inlays back *World Snooker Challenge* whilst *Super Monkey Ball Deluxe* is promoted with wobbler inlays, cubes, standees and posters. POS is coming soon for *Spartan: Total Warrior*.

Empire: *Hello Kitty Roller Rescue* is backed with A2 posters, standees and cubes.

BVG: POS is coming soon for PS2 title *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe*.

Konami: A2 posters and cubes are backing *Coded Arms* and *Metal Gear Acid* whilst *Yu-Gi-Oh* is supported with A2 posters and window stickers.

CHANNEL GAMES

All of the merchandise listed is available from Channel Games. For further details, simply log on to its dedicated POS online store www.gamespos.com. For all your retail, merchandising and POS requirements, please call Danny Coe on 07813 672599, or email him on dcoe@channel-advantage.co.uk

PRICE CHECK MAIDSTONE

STORE / GAME	 *Monkey Ball Deluxe* Sega PS2	 *GR2: Summit Strike* Ubisoft Xbox	 *RE Outbreak 2* Capcom PS2	 *World of Warcraft* VU Games PC
GAME	£29.99	£19.99	£29.99	£34.99
gamestation	£29.99	£19.99	£32.99	£32.99
HMV	£29.99	£19.99	£29.99	£34.99
WHSmith	£29.99	N/A	N/A	£34.99
WOOLWORTHS	£29.99	N/A	£29.99	N/A
Dixons	£29.99	£19.99	N/A	N/A

As the build-up to Christmas begins, the barren summer release schedule is finally behind us. Interestingly, the High Street prices for the three new releases here are almost uniform across the board. There is also little variation on older title *World of Warcraft*.

IN STORE PROMOTIONS

WOOLWORTHS

PS2: Woolworths' £134.99 bundle offers a good reduction on RRP. For the money you'll get a silver slimline PS2 console, an official silver joypad, an additional third party Atomic Play joypad, an official black Sony DVD remote control and copies of *The Urbz: Sims in the City*, *He-Man and the Masters of the Universe* and budget title *MaXXed Out Racing*. Alternatively, if you buy either the black slimline PS2 console for £104.99 or the silver version for £114.99 then you'll get free copies of *The Simpsons Hit and Run* and *Formula One '05*.

DS: You can save £20 off RRP when you spend £109.98, as for your money you'll get not only a silver Nintendo DS handheld console, but also a copy of kids' favourite *Madagascar*.

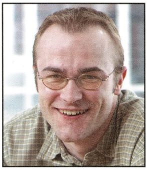
GAME

Xbox: For £119.99 you'll grab a black Xbox console, one official black joypad, an additional GAMEware Xbox controller and either copies of *Sonic Heroes Classic* and *The Simpsons Hit and Run Classic*, or *Tony Hawk's Underground Classic* and *James Bond 007: Everything or Nothing Classic*. Step up to £129.99 and you'll grab the same console, official pad and third party pad and a choice of either *Halo 2* or *Oddworld: Strangers Wrath*.

GameCube: You get a choice of three bundles for £89.99. All of them come with a platinum console, official platinum joypad and a copy of *Mario Kart: Double Dash*. In addition to this you can pick either *Donkey Konga* with a bongo controller, a copy of *Pokémon Colosseum* or instead a copy of *Wario Ware Inc: Party Games*.

[TALKING SHOP]

Despite the stereotype, Brits hate a long queue



WITH PSP and a great software line-up for Christmas, retail is about to experience some very busy times. We have the products to deliver our sales targets. What we need now is the service levels to match – it is just as important.

So how do we ensure that customers aren't kept waiting in long queues? Because, let's be honest, they might be prepared to stand and wait this time, but they are unlikely to come back again. Unfortunately, there is no simple easy answer. What you have to deliver is different for every retailer.

At Woolworths we have three weapons in our armoury to beat the queues. Every year we recruit over 6,000 Christmas temps. These staff receive a full training programme and are one of our most valuable assets over the 'golden quarter'.

> *Let's be honest, they might be prepared to stand and wait this time, but they are unlikely to come back again*

We also have an army of mobile tills in every store. These queue busters target areas of fast moving goods and take card-based transactions on the spot. They keep people away from the fixed tills and improve customer service. Mobile tills are being used to ease the pressure in-store for the PSP rush.

Last, but by no means least, is what we call 'Call Forward Till Systems'. Perhaps most famously found in post offices across the UK, they are the tills that call out to the queue when a position becomes free – 'please go to till four'. Not only are these systems proven to cut queuing times, they are also proven to be very popular with customers who view them as the fairest way to manage a queue.

The great news is our stores are going to be busy from here on in. The even better news is that, if you manage your stores effectively, you will deliver one of the best fourth quarters the games industry has ever seen.

Dan Cook,
Product Manager Games,
Woolworths

THE LEGENDS ARE COMING

'The 'Legends' tag is hugely deserved' PLAY

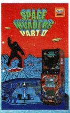
'A wonderful selection of real vintage titles' XBM

8.4 / 10 - Official Xbox Magazine

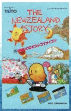
'One of the finest, most comprehensive classics collections around' Official Xbox Magazine

29
GAMES THAT DEFINED A GENERATION

1 OF 6 FREE TAITO ART CARD IN EVERY PACK


SPACE INVADERS PART II

BUBBLE BOBBLE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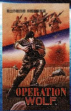
OPERATION WOLF

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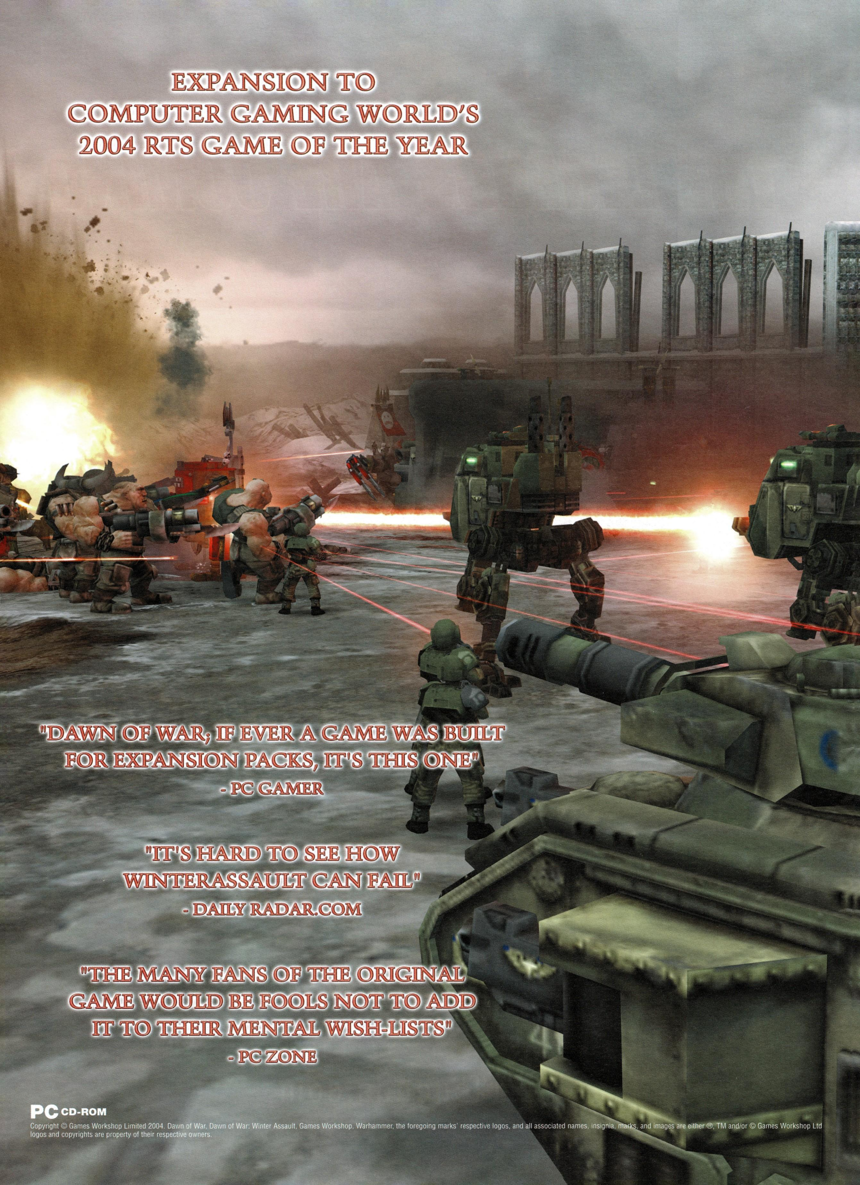
EXPANSION TO
COMPUTER GAMING WORLD'S
2004 RTS GAME OF THE YEAR
"DAWN OF WAR; IF EVER A GAME WAS BUILT FOR EXPANSION PACKS, IT'S THIS ONE"
- PC GAMER
"IT'S HARD TO SEE HOW WINTERASSAULT CAN FAIL"
- DAILY RADAR.COM
"THE MANY FANS OF THE ORIGINAL GAME WOULD BE FOOLS NOT TO ADD IT TO THEIR MENTAL WISH-LISTS"
- PC ZONE
PC CD-ROM

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15 NEW INFANTRY AND VEHICLE UNITS
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100'S OF NEW ANIMATIONS
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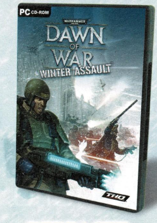
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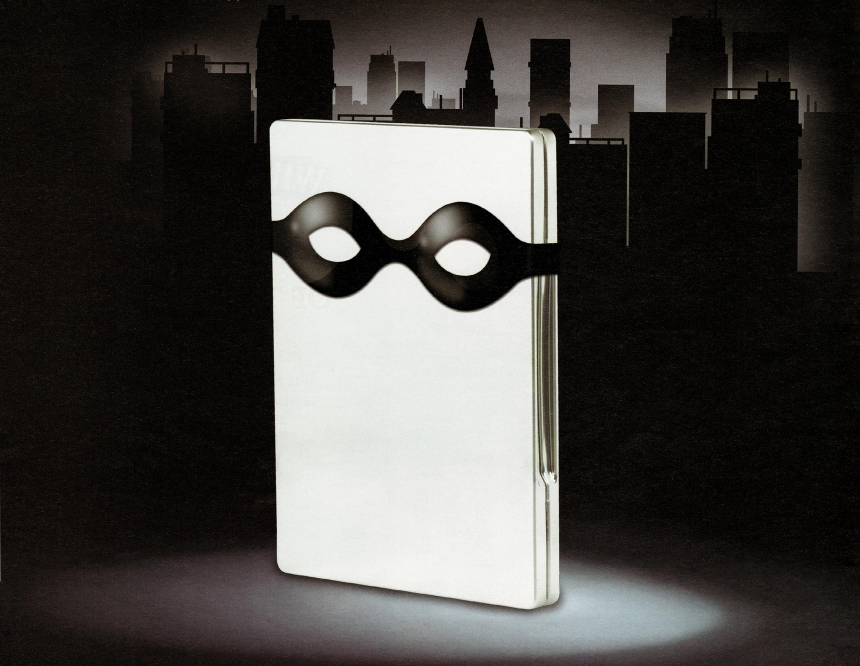

A hero deserves the best cover

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SCANAVO
WE CARE FOR YOUR FINE PRODUCTS

BARBEDWIRES

Once again, we've navigated through the pop-ups and the excessive swearing, dodging the Nintendo fanboys and Dreamcast die-hards to bring you the latest 'news' from the web...

✓ CONTROLS VIDEOGAME PLAYTIME
✓ ELECTRONIC TIMER TURNS OFF CONSOLE POWER
✓ THE SMARTEST WAY TO PROTECT YOUR FAMILY

A NUMBER of sites and forums have picked up on a bizarre new product that's now available exclusively through Argos. The **Game Guardian** (*see pic*) allows parents to control how long their kids play video games. It features an electronic timer which turns off the console after a pre-programmed period of time.

And the company behind the box has clearly changed the lives of many families already, if the 'endorsements' are anything to go by. Mrs Jones, for example, says: "If my son didn't have an after-school activity every day of the week, he'd sit around eating junk and playing video games. Thanks Game Guardian..." And 'C. Morrow' adds: "Stephens (sic) concentration on his schoolwork has improved since we have been using the Game Guardian to control his screen time". So exactly what was it that distracted *you* from your schoolwork, C. Morrow...?

One of the less offensive pieces on **UK Resistance** this week was a series of pictures of Sonic Team's Yuji Naka at a German hedgehog sanctuary. As the site points out: "You'd think he'd be a bit bored of researching hedgehogs, what with having to do things about hedgehogs for 15 years now..."

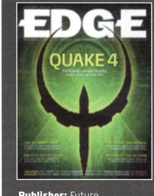
MCV is sometimes - unfairly - accused of sensationalising stories, but **newsor.com** surely deserves a prize for its coverage of GAME's decision to stop taking Xbox 360 pre-orders. 'GAME: Xbox 360 sold out till 2006' screams the headline. Nice one, fellas.

Gamesradar.com's forum posed an interesting question to its readers: do you use your local indie store? Our independent retail readers will be pleased to know that many of those who responded said that they prefer to shop at their local stores. The rest of the market may not be so pleased to hear that this is often because "they put out games as soon as they get them in" and "street dates mean nothing".

And finally, you may have thought that the main difference between men and women's shopping habits was down to gadgets or shoes. But **theretailbulletin.com** has revealed that it's actually about hunter/gatherer skills. Female 'gathering' apparently involves searching, comparing alternatives and taking pride in shopping. Men, on the other hand, "see shopping as a mission... The focus is on speed... men's emotional response comes at the 'kill', the moment of purchase". Grrrrr...

[COVER TO COVER] EDGE

Not got time to read the latest specialist mags? No worries, we've done it for you...



Publisher: Future
Cover Price: £4
Highest Review Score: 8/10 (*Farenheit, Makai Kingdom, Ossu! Tatakae! Ouendan!, The Chikyuu*)
Lowest Review Score: 4/10 (*Geist, Beat Down: Fists of Vengeance*)

A striking *Quake 4* cover, although surely 'first person' isn't a single word. And neither is videogames, while we're at it, chaps.

There's a major news piece on the conferences held by Sony and Microsoft in Tokyo about their respective next-gen consoles, which later in the mag columnist Koji Aizawa from *Famitsu PS2* magazine discusses, too.

Upfront, there's an excellent report on the Edinburgh Interactive Entertainment Festival and its future challenges, an interview with Game Republic's Yoshiki Okamoto about Genji, a chat with Marvelous president Yasuhiro Wada and producer Tony Byus about *Rising Star*, while Surreal Software's Richard Rouse discusses *The Suffering 2*.

The Preview section of the mag (or 'Hype', as Edge calls it) leads with a piece on 'why *GTA* is the perfect PSP game'. There are also previews on *The Warriors, Pursuit Force, Tony Hawk's American Wasteland, Conflict: Global Storm, Ultimate Spider-Man, Total Overdose, Far Cry: Instincts, Darkwatch* and *Auto Assault.*

As the cover suggests, the lead feature looks at whether the new *Quake*, '...rendered by another game's engine, can recapture the flag for the fathers of the FPS.'

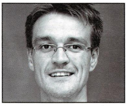
But maybe more interesting is the piece on how one would make the perfect game based on elements from existing titles, ie. Character Interaction from *Fable*, Environment and Navigation from the *GTA* series, Animation from *Splinter Cell: Chaos Theory*, etc., etc. Some publishers have been attempting to do that for years, surely?

Meanwhile, there's an interview with the now-sadly-defunct *Myst* development studio Cyan (the curse of *Edge*, the forums are saying) plus a piece on TV arcade game systems.

The Review section of the mag ('New games assessed in words and numbers') features the usual selection of Japanese games that most people have never heard of - and which are unlikely ever to be released over here. They include *Makai Kingdom, Sengoku Basaru, Mushihimesama* (phew) and *Ossu! Taktakae! Ouendan!* (from the makers of *Gitaroo Man*, if you didn't know).

> *The Review section features the usual line-up of Japanese games that no-one's heard of.*

MEDIA PLAYERS



Simon Phillips
360

How did you get into games journalism?
By accident - I was lured into the industry by TV's very own Dave Perry. Eight years later and having launched or run some of the most successful video games magazines, the rest, as they say, is history.

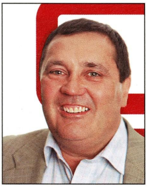
Favourite part of the job?
Working in an incredibly creative environment with some of the most talented people in the industry.

What do you do when you first get into the office?
Fire up our coffee machine. I find that all my best work is done powered by java-based rocket fuel.

OPINION & ANALYSIS

[NINTENDO THINKS DIFFERENT] David Yarnton

Games without frontiers - the path to wider acceptance



THERE HAS BEEN a lot of debate recently in the media about our industry continuing its quest to become a true mainstream entertainment force.

Is this realistic? Will gaming ever truly break its perception as the confine of a surly teenager holed up for hours in his bedroom? Can we capture the emotion that some movies or music do with their audiences?

Many games companies do not have the vision to explore new worlds, to experiment or to invest in original concepts. That is not the case with Nintendo.

The latest UK market research is showing that one third of gamers are girls. But why shouldn't it be 50 or 60 per cent?

Nintendo is growing the UK games market right now - accessing new audiences and making the handheld gaming market the success story of 2005.

So far this year, our pink Game Boy Advance SP has accounted for over a quarter of total Game Boy sales in the UK. Just showing those girls some attention certainly pays.

If we look at the handheld category in total, we can see huge year-on-year growth between 2004 and 2005, whilst the home console market is static.

By the end of 2005, Nintendo handheld hardware, plus first and third party software, will account for a massive £250 million sales for the UK alone.

Of course a major contributor to the fantastic year we are having in handheld is the launch of Nintendo DS. Global sell-through is now at over five million units and almost a third of those have come from Europe in just over four months.

DS is the ultimate expression of our goal to find new audiences and get people playing video games in a completely new way.

> *DS is the ultimate expression of our goal to find new audiences and get people playing video games in a completely new way.*

People who don't play games don't care about graphics; in fact they probably wouldn't even know what a pixel was. But for those people gaming is an altogether different thing when they control the action seamlessly with a stylus or even with a finger.

Nintendogs could only exist on the DS and, because of DS, we are now starting to connect people's emotions just like the music and film industries.

We don't want our games only to appeal to current gamers - we want to speak to people who don't necessarily play games.

Nintendogs will be huge, and we hope the thousands of retailers who read *MCV* every week enjoy the sales it brings from launch on October 7th.

There is more of this kind of experience to come from Nintendo and we hope that the industry as a whole can continue to change the way people think about games.

David Yarnton is Nintendo's UK general manager

[INDEPENDENT RETAIL] Chris Ratcliff

There's no chance of unity

BOTH David Hope's and Dean Harvey's words are most welcome in the debate about the independent retail sector: 'Unite or die.' Uniting is something, I'm afraid, the indies are incapable of doing in any significant numbers. I was the founder of g30 and with the invaluable help of Tony Adams, David Vine and Andy Payne we struggled constantly against either sceptical retailers who had no belief in co-operatives or members who still bought grey stock because it was a couple of pence cheaper.

But, the real reason why any form of group or co-operative cannot survive is because the majority of publishers are locked into exclusive distribution agreements, which means they cannot deal with any independent retailer or group, except thorough their partner distributors. That effectively restricted g30's offerings to Acclaim and a few minor publishers and sealed its fate.

Julian Van Marle's letter was also welcome reading and his comments mirror my own when he indicates that it is distribution that needs to change, with some new thinking. How about a system where a small independent can buy all his stock on one order, rather than trying to achieve three different minimum order values?

On a different note, CentreSoft did a pretty good job with PSP - allocation arguments aside, which come with the territory - but indies tell me that many of them got their POS, including custom PSP bags, on Friday September 2nd. As most had sold all their hardware allocation the day before, it was not that much use. I believe that this was not CentreSoft's fault as the material was allegedly late coming in from Sony.

> *Uniting is something, I'm afraid, the indies are incapable of doing in any significant numbers.*

As for Pinnacle, I am finding it hard to find an indie who got his software order on the Wednesday, with the majority getting it between 08.15 and lunchtime on Thursday, the day of release, in many cases after they had sold their hardware allocation. Any chance of returning the unsold stock?

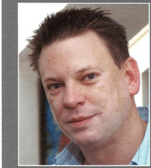
Is it not too much to ask that these big companies sort out their organisations and not to let down small retailers at the very moment they need them the most? If they want to operate as a near monopoly, they have a moral duty to make sure they don't cock up quite so much.

Chris Ratcliff is editor of the Game Guide

OPINION & ANALYSIS

[GAMES MARKET EUROPE] Richard Eddy

The show must go on



THERE'S NO business like show business, but any show has to do the business.

Come Tuesday afternoon, as build-up was progressing, anxious executives were swapping notes on the number of potential attendees, with a major gap being discussed: retail. By Tuesday evening, the rumoured count circulating was 20 independent retailers, and that was it.

Was it that retail didn't feel the need to attend a showcase here in the UK, despite the post-E3 comments such as 'too busy, couldn't really see anything'? Was it the knock-on from a messy few years of failed trade events? Was it PSP launch preparations that resulted in all hands to the pump at retail?

Without the hardware platforms properly represented and roughly only half of the top ten publishers there in any strength, perhaps it just wasn't a must-see appointment. Perhaps it's just too late in the calendar year - maybe we need to look at France with its successful Medpi event in June? Maybe it was bits of the above and tied up with lethargy from all sectors.

Truthfully, it wasn't the greatest of starts for a new show, despite the experienced talent that had staged it. However, it's something we do need.

The UK has some of the world's best developers, certainly some of the most creative marketing and publishing operations. The business deserves a platform to showcase its strong position in the global market. While the main European territories have dedicated operations and, in some cases, significant trade and consumer events, UK offices still manage distribution operations in a large amount of additional territories.

As a hub of the global games market, a trade showcase should develop our relations and commercial activities with our business partners. Retail can have a forum to casually browse forthcoming product without being crushed by a wall of US fan-boys.

> *"There are people we need to influence who can't justify the time, or who are simply not interested enough, to go to E3."*

A UK-based trade show of strength can build our resonance with media outside our regular circle, such as culture and financial journalists. It can showcase our strengths to government, investors and analysts. There are people we need to influence who can't justify the time, or who are presently simply not interested enough, to make the week-long trek to E3.

If GME does not receive support next year, a headline year for the business with new platforms and distribution channels, there is little potential for a replacement for some years. Without it, we're not left with a lot else to present our dynamic industry as music and movies do.

To develop and continue growth in our individual operations and to build the relevance of gaming within entertainment culture, the business of show should remain important to all our market's sectors.

Richard Eddy is head of global PR at Codemasters

[GDC EUROPE] Owain Bennallack

The download age is upon us

WITH NEW consoles imminent, or in the case of PSP out in the same week as GDCE, to say the next-gen loomed large at the London-based conference would be like opining that Black is Cool this Christmas: obvious and true, but not of much practical use.

Arguably, the more interesting theme was the one that has dominated 2005's events since DICE in January: digital distribution.

The potential to download full games has been much discussed. What's more interesting is the emerging understanding of the peripheral infrastructure required, and the confluence of mobile with PC and Xbox Live networked game techniques.

For instance, we saw John Cahill, director of games operations at Yahoo!, tell GDCE Mobile how Yahoo!'s strength in casual PC gaming online will inform its approach to mobile games. Some 24 million people check into Yahoo!'s games every month; they come for the games, but stay for the community, Cahill said. If game developers of all persuasions weren't scribbling that down, they should now.

Cahill expects Yahoo! to reach PSP eventually; appropriately, Sony's Phil Harrison was also a keynote speaker. Harrison still believes episodic content is one of the most potent plusses of digital distribution: "In TV you see the phenomenon of the shared water cooler experience. The same should happen in games." Harrison believes episodic content eliminates risk for developers and publishers, by delivering experiences for titles that have already proved their popularity.

Turning to the handheld, Harrison said that sharing games between PSPs is "the most interesting model I've ever seen for viral propagation". Indeed, digital distribution and/or networked games popped up in nearly all the sessions. There was even a nod from Keita Takahashi, designer of cult favourite *Katamari Damacy*. Asked to envisage a game that would appeal to grandmothers, Takahashi-san proposed a community of networked, cat-shaped consoles, with games delivered direct to the grannies' laps.

Frivolous? Sure, but another sign of the zeitgeist. Eye-candy is a given, a USP from the last era: the age of ubiquitous connectivity is upon us.

Owain Bennallack is editor of Develop Magazine

[FEEDBACK]

How important is the expected return of weekly sales figures to the charts?

"A month is a long time in the games industry - especially in Q4 - and having the weekly sales data is good in that it provides immediate transparent sales info for faster and more informed decision making. It's also very useful in that it allows you to compare against competitor products and benchmark against your own launches."

Dawn Paine,
UK Marketing Manager,
Nintendo

"Having joined from the music industry where it's possible to get Official daily updates, I did find the lack of games chart info a little strange and frustrating. We obviously know our sell-in and by working with our customers we can get a picture of what the sell-through is. But surely having better access to the data on a more regular basis has to be a benefit to all involved in sales and marketing planning both in retail and distribution."

Richard Orr,
Marketing Director,
Atari UK

"Although we understand some retailers' sensitivities to this issue, from our perspective as a publisher we feel this is a good thing. More accurate data enables us to track our sales through particular retailers with much more accuracy. We can then target our efforts far more effectively by maximising our work in successful areas and also identifying weaker areas where more effort is required."

Mikey Foley,
Marketing Manager,
Koei Europe

"We'd really like to see sales figures return, especially as we've just hit number one in the Xbox charts. We're 100 per cent behind greater transparency because it allows us to shout about our successes, particularly this week. It also brings us in line with the music and film industries and gives us an idea of how significant games sales are in relation to these other industries."

Paul Donnelly,
European Marketing Manager,
Novalogic

DID THE TRADE SHOW WORK?

So London got a new trade event in the end, which is a success in itself given the sudden collapse of other shows earlier in the year. But did it deliver for those who attended and what is its future?

BY STUART DINSEY

BACK TO THE BUSINESS Design Centre for the first time in a decade then, and welcome to Games Market Europe - the brave attempt at keeping London on the global games show calendar.

An everything show, it had a good mix of publishers, distributors and service outfits, but short on format holders (despite Nintendo's late and muted arrival).

Sony, which casts a shadow over the entire business, was busy launching a new format - giving retailers a good excuse not to come along.

And if this show lacked anything, it was probably those two things - the format holders and a significant retail presence.

There was little glitz, but anyone attending should have known that in advance. This was a London business show, created quickly to fill a demand and to help bring people together.

And people, unquestionably, were there. Good people. Execs old and new, meeting on booths, standing in aisles, chatting, back-slapping, even doing business. A busy lobby in the nearby, and thankfully air-conditioned, Islington Hilton saw deals done and quickie meetings fixed.

Most comments from those who bothered to put some effort into GME were cautiously optimistic. They think it was probably worth it. They would like to see it succeed. They will probably come back. But the event needs to move forward, grow a little, and perhaps explain itself better. What is the show for? If it's for retailers, then more need to attend. If it's for networking, a B2B ideas and deal exchange, then that must be communicated and maximised.

But some will never be convinced. "I didn't want to slag it off without seeing it, so I've come along for an hour," said one publisher boss. "I can slag it off now," he laughed.

But this company had just had held its own retail event, inviting 100 retailers to a series of presentations. Fine for him. But not all companies active within this business have either the budget or a wide enough product range to do the same.

And that's the challenge for this event. The smaller companies want the comfort blanket of bigger companies in attendance. But many of the bigger companies don't think they need such a show.

Huge praise must go to the likes of Ubisoft, NCsoft VU Games, Codemasters, Buena Vista, Eidos, Nokia, Gem and Pinnacle. These are big companies supporting their community.

"At the moment, GME looks more like a UK trade show, not a European one," said NCSoft Europe CEO Geoff Heath. And he is surely right. But he has words of encouragement too.

"It's timed well and is an excellent meeting place. We can actually do business here and close real deals. Support from the platform holders is needed if the show wants to progress, GME has a good chance of becoming more established."

There are lessons to be learned ahead of any consolidation in year two, but having a whole year to plan next time can only help.

And if the UK alone is worth £2 billion it must surely be able to support a collective coming together of the business.

If it can't, then those who don't support it - particularly retailers who can turn up for free and talk directly with sales directors and company bosses - should be downright ashamed of themselves.

> *It's timed well and and is an excellent meeting place. We can actually do some business here and close real deals.*
>
> ***Geoff Heath, NCsoft***

FLOOR TALK

MCV offers a snapshot of opinions from exhibitors at the first Games Market Europe...

"The organisers have done a great job with the time they had. Fingers crossed that Games Market Europe takes off."

David Christopher, Pinnacle

"We came to focus people's minds on our Q4 line-up and I feel positive, though it would be better to have everyone here. GME should go on to become the main UK show."

George Georgiou, VU Games

"It's good to have a UK event to gear up for Christmas. It's a gateway to Europe too, because something like Leipzig with its consumer focus and German way of doing business is less attractive to UK and US business."

Matt Carroll, Buena Vista Games

"It won't grow unless we get a big batch of people through the door. Retail turnout is the key. Big announcements will come over time, but at the moment it's not in people's heads like ECTS was."

Richard Eddy, Codemasters

"There was a fair number of visitors, but the people that the show was actually for haven't really turned up - there's not enough retailers. The will is there to make GME a big success, but without the bigger companies it will be difficult."

Dean Van Velsen, Gem

"GME itself was a successful event for Just and Game Outlet, mainly due to the amount of new publishers who were interested in becoming part of the pallet concept. The lack of retailers however, was very disappointing."

Andrew Blumson, Just Distribution

eidos™

A NEW GLOBAL PLAYER...

This summer, the two biggest British Games companies SCi and Eidos became one. The new company, which will trade as Eidos, has an outstanding brand portfolio and is set to launch a sequence of great games into the marketplace in the near future. We are looking to recruit some exceptional talent for our Marketing, Operations and Support Services teams.

If you have the right mix of passion and creativity and have the skill set to succeed in this exciting 'new' company as part of a highly-driven team then read on,

Marketing
The merger created a highly talented brand team but we need more! So we are now looking to add to this team and have vacancies for a UK Marketing Manager, Senior Brand and Brand Managers. Reporting to the Marketing Director these roles involve taking on the creative "ownership" of some of the biggest and most exciting games brands in existence.

Suitable applicants should send in their CV with a covering letter outlining the role they wish to be considered for and why you have the experience, skill and dynamism to work on these iconic franchises.

Production Manager
Reporting to the Head of Operations this role involves managing the production of new releases and back catalogue on all platforms for PAL territories. In addition, you will be responsible for manufacturing point of sale, paper parts, demos and other marketing materials whilst managing supplier relationships and the Eidos production team.

Suitable applicants must have at least three years production management experience, including a year in the games industry plus fantastic communication, organisational and negotiation skills.

Senior Localisation Manager
Reporting to the Head of Support Services, you must be an excellent project manager with at least three years experience in localisation. Ideally you will be bi-lingual and will be used to working with translation teams across the world.

Suitable applicants must be experienced managers with a successful track record in the games industry.

If you can demonstrate a credible knowledge of the computer games market and are keen to work in a dynamic team as part of a fast-moving company, then please email your CV to **human.resources@eidos.co.uk** quoting your current salary details.

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THE MCV INTERVIEW

CHRIS LEWIS REGIONAL VP XBOX EMEA

Territorial Army

As Microsoft finalises plans for its epic global Xbox 360 roll-out, Euro boss Chris Lewis reveals that Europe has become the number one priority in the Redmond giant's next-gen masterplan. **Johnny Minkley** reports...

> "We will disproportionately focus on winning in Europe - I fundamentally think that the tide has turned."

WHEN ROBBIE BACH, speaking as Microsoft prepared to unveil Xbox 360 for the first time back in May, told *MCV* that Europe would no longer be treated as a "second-class citizen", many in the trade would have appreciated the sentiment, but remained resolutely sceptical of the rhetoric.

Those on the inside are aware of the territory's powerful and evolving place on the world stage, of course. But for many of the leading publishers and format holders, there seems to exist an entrenched mindset in which Europe is treated as the less-favoured relative.

Think this is lazy stereotyping? Ask the UK publisher boss, who turns up to work yet again to discover the US office has graciously made a key announcement without briefing him; ask SCEE, which saw its PSP launch slip by months to keep supplies to the US and Japan strong; ask retail, crippled by last year's hardware shortages and suspicious that the problem appeared somewhat less severe across the pond.

With gaming a billion pound industry in the UK alone, this apparently prevalent attitude amongst foreign HQs is absurd, but nevertheless accepted practice for many. But

one of the things Microsoft has done, since it launched its Xbox business in 2001, is to take many of these 'accepted practices' and to re-evaluate them, as it drives inexorably towards its goal of global hegemony.

Europe boss Chris Lewis is already experiencing the effects of this new approach from the Redmond giant. The official global confirmation of Xbox 360 pricing and multiple SKUs was made at the Leipzig Games Convention in Germany. And now Lewis is preparing his staff, shoulder-to-shoulder with his counterparts in the US and Japan, for an unprecedented global roll-out later this year, with two individually manufactured and packaged SKUs to factor in.

There's a good reason why this has never been attempted on such a scale before.

Memory Unit A
Memory Unit B
XBOX 360
XBOX360

"You're right, the logistical challenge is non-trivial," admits Lewis, with amusing understatement. "Having said that, we work closely with all retailers around Europe. Clearly there will be the specialists who typically have a client base that more clearly aligns with Xbox 360. And then other parts of Europe and where we have mass merchants, I think the mix will be very different.

"Be sure we've factored all of that thinking into the production schedule. And we'll reflect that in them so we have a healthy mix of the right product at the right time.

And, acutely aware of the problems caused by shortages of Xbox over the past 12 months, Lewis insists: "We're confident we'll have plenty of inventory for the holiday season. I think probably even more critically, we have a very solid replenishment plan around the region as well."

Microsoft's relaxed confidence is reassuring, but with the firm already admitting that stocks will be "tight" on day one, a cynical observer might suggest that, if a global shortage issue did arise, the US would always receive priority attention over Europe.

Not with the new, Euro-loving Microsoft, maintains Lewis.

"Europe is a critical swing territory in terms of our worldwide success, so I would say almost the opposite will apply now," he asserts. "It is so important for us to make sure we grow and maintain the critical mass in Europe – it's on the cusp in terms of tipping us into a genuinely worldwide winning position.

"My own sense is that we will disproportionately focus on winning in Europe and if anything I think we would see units flowing the other way - that probably wouldn't have been the case a few years ago. I fundamentally think that the tide has turned.

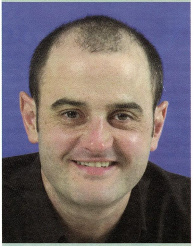
This strategic sea-change will enable the Xbox Europe team to focus on boosting performances right across the Continent, particularly in areas where the current unit has so far underperformed.

"The UK and Nordic markets are in fantastic shape; we think we have some challenges in other parts of the region. I want to see us doing more in the likes of Spain, Italy, France and Germany. We're also trying to work out how best to work in Eastern Europe and some of the more emerging markets."

As with Bach's remarks, Lewis' will be heartily welcomed by the trade in Europe, but with no word yet on a launch date or shipment numbers, there will be those who remain suspicious of the company line.

But there's a very good reason why you should be confident in Microsoft this time: PlayStation 3. The firm has a clear window of opportunity in all territories ahead of Sony's next launch and it must take maximum advantage of if it is to make good on the firm's aspirations to global leadership.

It seems the prospect of stuffing Sony is more than enough to turn Bill Gates' mob into the most ardent of Europhiles.



CHRIS LEWIS ON:

360 launch date
"I can't announce it here and now. Suffice it to say it will be well in time for Christmas, and it will be the time when we have the right amount of inventory available to make sense for the region as a whole."

The 'cheeky' £209 RRP and retailers pressured to go at £199
"What I haven't heard so far is that that is likely to happen. I can't tell you that it won't, but it's certainly not any kind of deliberate act on our part. It is a literal translation of the Euro price point - we think that represents fantastic value for money and resonates well in the channel."

Whether the lower price point leaves the firm with little room for movement over the lifecycle
"I don't agree. We're confident with the price point - it's sustainable over time. We're really happy that the economics work out in the medium to longterm as well."

X05
"Suffice it to say, it will be when we say an awful lot more about the line-up - which will be the greatest you've seen. Not just exclusive titles, but fantastic cross-platform titles that look and play better on 360."

Christmas
"I think it's going to be really exciting. There's a lot happening not just from us but from other platform holders and different device types. And we're excited because this is a launch platform period - it's perfect for that to be happening over the holiday."

X05

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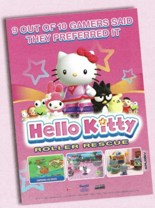
- **Sanrio Town is brought to life in colourful detail, look out for your favourite Sanrio characters everywhere you go.**

Point-of-Sale


9 OUT OF 10 GAMERS SAID THEY PREFERRED IT
Hello Kitty
ROLLER RESCUE

9 OUT OF 10 GAMERS SAID THEY PREFERRED IT
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KITTY
PURIN
PENGUIN
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HELLO KITTY'S IN TOWN
Hello Kitty
ROLLER RESCUE

Hello Kitty
ROLLER RESCUE
HELLO KITTY'S IN TOWN

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PRINT:	3 MONTHS SPECIALIST AND LIFESTYLE PRESS CAMPAIGN
ONLINE:	1 MONTHS TARGETED LIFESTYLE SITES CAMPAIGN AND MINI GAME VIRAL
PR:	TARGETED CHILDREN'S AND TEENAGER LIFESTYLE MAGAZINES WITH EUROPEAN LAUNCH EVENTS FEATURING HELLO KITTY

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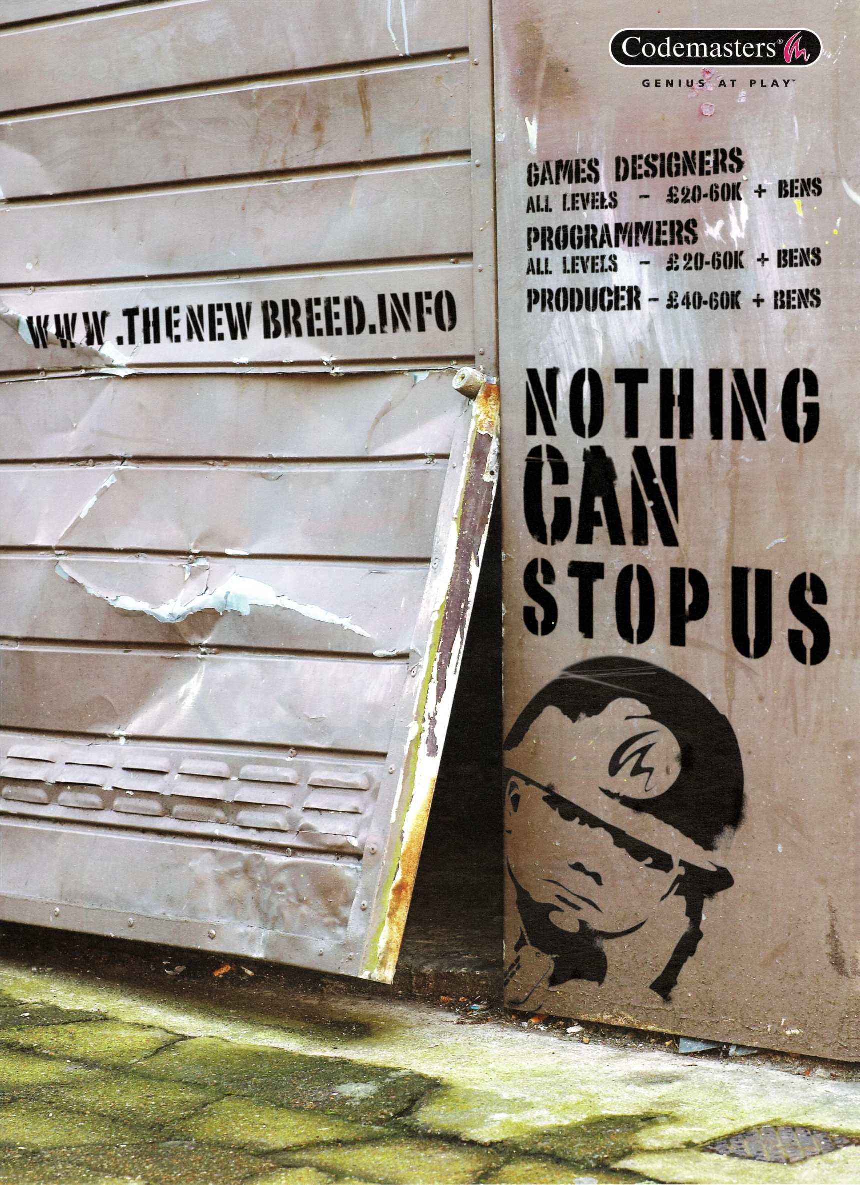
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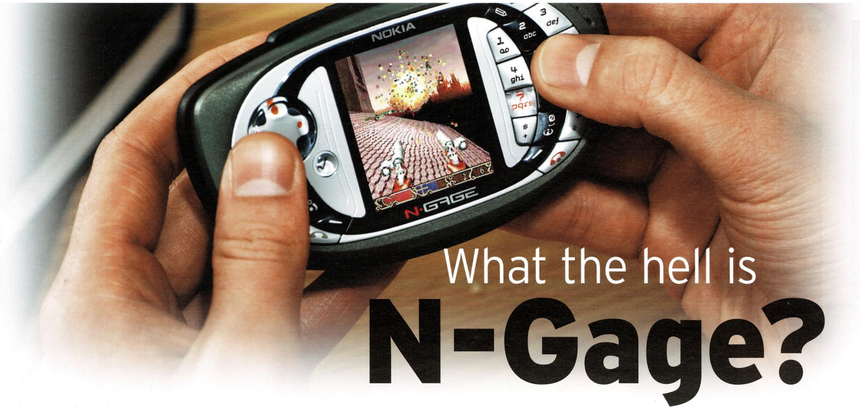


What the hell is N-Gage?

Nokia wants N-Gage quality games across a range of phones and a unified approach to mobile phone gaming. **Matt Martin** asks what's planned for the N-Gage platform into 2006 and beyond...

THE N-GAGE has been a much tougher little nut than many had expected. First unveiled back in February of 2003, the handheld promised, and delivered, high quality mobile games with wireless and Bluetooth play, all from a funny looking mobile phone.

There were problems with the system, most notably the ridicule heaped upon 'sidetalking', and having to rip the phone's guts out to change a game. But Nokia took it on the chin. It redesigned the N-Gage and produced the Nokia N-Gage QD, a much more acceptable looking machine. On September 1st Nokia launched a silver QD complete with matching peripherals. Yes, the date is familiar and it may be a slight gesture towards reminding the market it still exists under the shadow of the looming PSP. But pegging the N-Gage as a handheld console was always off the mark.

"We don't see ourselves as in direct competition to those guys, although in some ways it is complimentary," says Martin O'Driscoll, head of Nokia N-Gage in the UK. "Our aim has always been to deliver a gaming experience which delivers the USPs of mobile – always with you, always on and always connected. I can see very clear circumstances where someone would carry a PSP but also have their N-Gage–enabled device, especially when our Smart Phones are released. We're probably further down the route of convergence devices than current players within the handheld market."

Smart Phones: this is where the future of the N-Gage lies. In 2005 Nokia expects to sell 25 million Smart Phones globally. By 2008 the market for smart phones is expected to be 250 million. That's a lot of potential gaming devices. Nokia intends to develop the N-Gage technology, porting it over to its Series 60 Smart Phones so it's not just restricted to one handset. Not just in an effort to expand the reach of Nokia's new range, but also with the honourable intention of creating a universal standard in mobile phone gaming.

"What we're trying to do is address some of the issues that currently exist in the mobile games market – it's very fragmented," reveals O'Driscoll. "In effect you've got thousands of platforms because every phone has separate capacity issues. So the consumer gets a very inconsistent service. You can buy the same game for two different phones and be happy with one and appalled with the other."

Nokia's new Smart Phone initiative is hoping to help gamers through the daunting world of mobile gaming.

"There's a lot of confusion amongst consumers when it comes to a mobile game. How much it costs, will it work on my phone, what happens if it doesn't download properly, when I've finished playing with the game do I dump it? All these questions are encouraging us to look at more standisation issues."

> *You can buy the same game for two different phones and be happy with one and appalled with the other.*
>
> **Martin O'Driscoll, Nokia**

Expecting to release the new Smart Phones in the middle of next year, Nokia is still very much looking at a number of technically feasible issues.

"The most important aspect is delivering a consistent experience across the smart phone range," says O'Driscoll. "At the moment when it comes to accessing games we can use the route that we've already got, which is a game on a MMC card. Or we could put games on a CD-Rom where with a USB cable via a PC or laptop, titles can be downloaded straight to your phone. We're also looking at the option for over–the–air gaming through a phone operator or over the Internet, and distribution via Bluetooth," he adds. "The emphasis is very much on what is the most convenient for the consumer and what price the consumer is willing to pay."

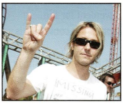
With this desire for a single consistent platform and a sense of unity between technologies, then surely the next step would be to offer the N-Gage tech to other handset manufacturers.

"That's probably a little bit further down the road," admits O'Driscoll. "In an ideal world if we really want to achieve standardisation and de-fragmentation of the market then that would make sense. But I think we need to make sure we've got our offering right before we try and sell that to other parties."

In two and a half years Nokia has learnt a great deal, and it intends to use this knowledge to take mobile gaming forwards.

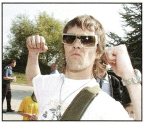
SONY'S SUMMER CLIMAX

Land of the Free



We know what Sony did last summer. You should do. It orchestrated the biggest gear shift in its marketing tactics for a decade via a Freedom-themed campaign that toured the country, invaded the media and ended with two huge parties at Alton Towers and Thorpe Park. Here's a pictorial recap of the first summer of Freedom...

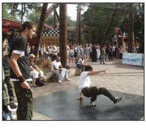
Razorlight
TAMA



Thorpe Park featured live performances from bands such as Faithless, Razorlight, Feeder, The Coral, Ian Brown, Hard-Fi and others. They were seen by a TV audience of millions thanks to four shows broadcast from the venue

SONY'S SUMMER CLIMAX

Both events attracted audiences in excess of 100,000. At Alton Towers (above and right), the fun and games revolved around diverse activities such as breakdancing, sumo wrestling and giant games of pass the parcel

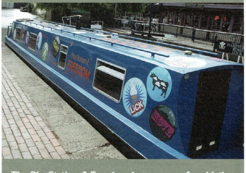


EARLIER THIS SUMMER...

singstar
popworld

SingStar parties broke out at bus stops in London, Bristol, Cardiff, Birmingham, Newcastle and Edinburgh. The SingStar installations were in place for two weeks in each city. Police are searching for two women from the Dudley area in connection with crimes committed against Sister Sledge's We Are Family.

Nothing says summer like an ice cream van. So, Sony bought up a bunch of 'em, customized them and hit the road. They toured the seaside towns of Britain and held special 'urban play events' at Newcastle Leazes Park, Birmingham Cannon Hill Park and Battersea park. The vans gave out play kits including skipping ropes, jumpers for goalposts, balls etc. Inside the vans, demos of the Free to Fight and Free to Speed ranges were available.

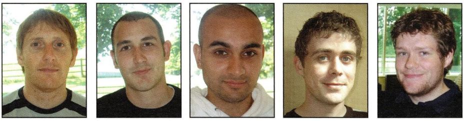


The PlayStation 2 Freedom barge was a four-birth narrow boat with an extra large deck for 'spontaneous' music events. Amazingly, The Coral and Super Furry Animals just happened to turn up to play and, even more serendipitously, a camera crew was on hand to film them. As well as hosting some pretty groovy young men with guitars, the barge was also on offer as a holiday prize for various competition winners throughout the summer.

PERSONNEL

Gusto doubles up

The Britsoft developer expands its operations further, Playlogic goes for Morel, THQ takes on Finlayson, Jamdat adds an industry veteran, Meredith gets into a sticky business at Glu and Davis says adios to Eidos...



A five-strong selection of appointments at the Championhip Manager 5 developer this week. From left to right, the rogues gallery is as follows: Juan Gill, James Roadley-Battin, Rav Thranee, Daniel Leese and Struan Robertson.

GUSTO GAMES ■ Banbury - based developer has recently doubled the size of its premises and made a flurry of appointments. **JUAN GILL** joins as artist and animator, moving from LT Studios where he worked on *Malice* and most recently freelanced for 422 and Atticus. **JAMES ROADLEY-BATTIN** also joins as an artist and will work on *Championship Manager* and a golf title, having worked at Codemasters previously. **RAV THARANEE** joins as junior programmer to work on the golf team, having worked on two golf titles previously at Aqua Pacific. **DANIEL LEESE** is new to the QA team in the role of junior tester, and finally **STRUAN ROBERTSON** has been promoted to assistant producer, moving from a role in the QA team.

PLAYLOGIC ■ DOMINIQUE MOREL is set to join the Dutch publisher as new chief technology officer. Morel will join from his current position as project evaluation and business development manager at Atari, and will be responsible for the internal and external production of Playlogic's titles. Morel has been working with Atari for more than 10 years and has been a major internal consultant as well as initiating numerous support services.

THQ ■ BOB FINLAYSON has joined the company as vice president of corporate communications, having previously served as president and CEO of the North Californian arm of PR firm Burson-Marsteller. Finlayson has over 20 years of public relations marketing

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OPM team profiles
No. 9: Donna
Speciality: Business Development/Marketing Manager. Donna joined OPM in May 2005, having amassed 21 years experience in the games industry. Her successful career commenced with 12 years at Gem Distribution, followed by 2 years at GTI and 7 years at Game Store Group.
She joins OPM as the first point of contact for all new clients and will be contacting all of our 500+ clients between now and Christmas 2005. You'll like her, she brings doughnuts.

(illustration: stevesimsillustration.co.uk)

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experience, and has managed accounts such as Microsoft and SCEA prior to joining THQ.

JAMDAT ■ The mobile games publisher has appointed **MICHAEL LYNTON** to the company's board of directors. The former Sony Pictures Entertainment chairman and CEO has also served as president of Time Warner International in his illustrious career. "Michael brings an incredible wealth of knowledge and experience to Jamdat's board of directors," chairman and CEO Mitch Lasky said.

EIDOS ■ After nine years at the publisher, **JOHN DAVIS** has left his position as European marketing manager. Davis plans to take some time off before returning to games or a related industry.

GLU ■ The mobile specialist has appointed **CHRIS MEREDITH** as the new vice president of publishing as it looks to capitalise on Time Warner's $7.5 million investment in the company. Meredith joins having served as MD at Majesco Europe, and has also worked at several major games companies including SCEA, SCEE, MicroProse and 3Dfx.

DEEP FRIED ENTERTAINMENT ■ Five former EA staff members have united to form a new development studio with a focus on handheld gaming. **PHIL WEEKS, RUSSELL RICE, STEVE TOLIN, RYAN BEDARD** and **BRIAN TOLIN** will be working together to develop DS and PSP games having worked on titles like *Need for Speed Underground, Baldur's Gate* and *MDK2*.

DKPM ■ The branding agency has appointed a new commercial director, having expanded its portfolio which already includes Activision and Sony. **ALISON FLINT** joins the company having held marketing positions at Coca Cola Germany and Scottish Courage Brands.

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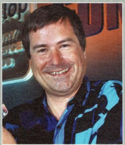

DAVID BRABEN

An ovation from 300 people at the Develop Awards confirmed that David Braben's crowning as a legend within the sector was as popular as it was deserved.

It was in 1984 that the ground - breaking title *Elite* appeared on the BBC Micro, going on to sell over a million units in various different guises.

His CV also includes *Zarch, Virus, Frontier, Dog's Life* and *Rollercoaster Tycoon 3*, with a game based on the new *Wallace & Gromit* movie due for release via Konami this autumn.

Still in Cambridge, still independent and with over 90 staff, Braben and Frontier are genuine Britsoft survivors.

FACTFILE

Age: 41
Job: Chairman
Company: Frontier
Home: Cambridge
Car: BMW 7 Series
First Love: Acorn Atom
Most Wanted: PlayStation 3

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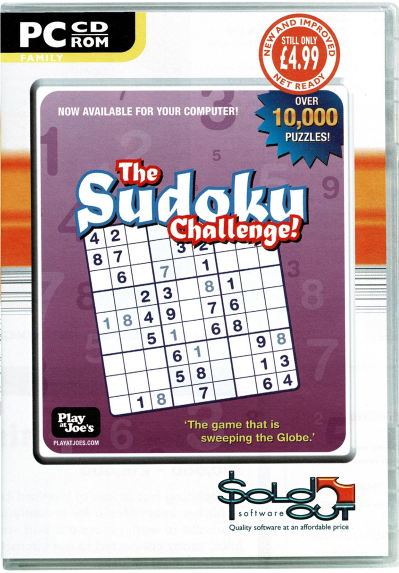
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MCV's product guide covers everything a store needs to keep ahead of the game. This week, we're off to war again as the Brothers link arms...

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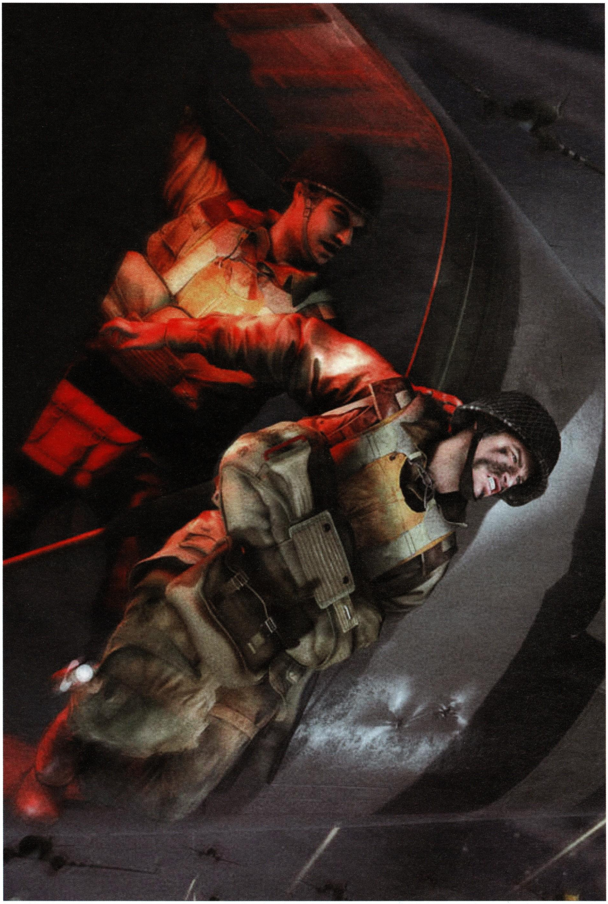

Brothers in Arms: Earned in Blood **Publisher:** Ubisoft **Release Date:** 07/10 **Formats:** Xbox, PC

Ubisoft reckons it's onto something with the delicate blend of shooting and tactics offered by last year's Brothers in Arms. So much so, in fact, it's coming back for more
40

RECOMMENDED
This week MCV looks at Brothers in Arms 2, Pro Evolution Soccer 5, X-Men Legends 2, The Suffering 2, Total Overdose and Warhammer Dawn of War
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SOULCALIBUR III

ON THE RADAR
MCV picks out the key upcoming releases
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What the press makes of the latest releases
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MARGIN MAKER
Boost your in-store offering and your profits
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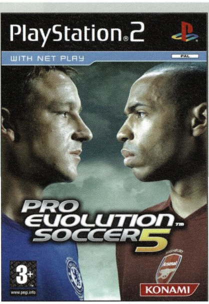
PRO EVO PREPARES FOR KICK-OFF

Meanwhile, The Suffering is set to shock once again and X-Men Legends 2 flexes its muscles...

PRO EVOLUTION SOCCER 5 *PS2, Xbox, PC, PSP*

STREET DATE: .... October
STREET PRICE: .... Various
DISTRIBUTOR: .... Open
CONTACT: 020 8987 5730


PlayStation 2
WITH NET PLAY
PAL
PRO EVOLUTION SOCCER 5
3+
www.pegi.info
KONAMI

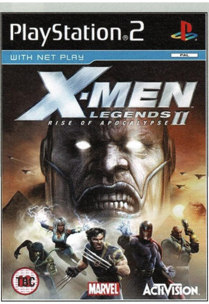
Pro Evo enjoys the kind of loyal following that most titles can only dream of. Konami's task is now to turn this devotion into genre-topping sales against fierce rival *FIFA*.

Chelsea and Arsenal join the roster of licensed teams making an appearance this year. For the completists out there the editing options have also been greatly enhanced.

Add to this a greater assortment of weather types, extra stadia, an endless list of new animations, an additional statistic for medium range shooting and the usual tweaked gameplay, and you can see why fans of the series simply can't wait.

X-MEN LEGENDS 2 *PS2, Xbox, GC, PC, PSP*

STREET DATE: .. October 14th
STREET PRICE: ...... Various
DISTRIBUTOR: .... Centresoft
CONTACT: 01753 756100


PlayStation 2
WITH NET PLAY
PAL
X-MEN LEGENDS II
RISE OF APOCALYPSE
MARVEL
ACTIVISION

It's a simple premise: take a popular genre, replace the generic characters with famous ones and voila! That's exactly what Activision has done with the original *X-Men Legends* and the sequel is no different.

Based on succesful titles such as *Baldur's Gate*, *Rise of Apocalypse* places emphasis on the great range of Marvel characters at Activision's disposal. This time round, a great threat endangers all mutants, forcing the likes of Wolverine and Magneto to battle side-by-side for the first time.

Expect *Legends 2* to fare even better than the original at retail this October.

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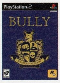
METEOS
NINTENDO DS

PC
BLACK & WHITE 2
EA

MARVEL NEMESIS
RISE OF THE IMPERFECTS



[ON THE RADAR]

Looking beyond the current release schedule to highlight the biggest blockbusters further down the line...

METEOS
NINTENDO
DS
The brain behind leftfield titles such as *Space Channel 5*, *Rez* and *Lumines* lends his hand to this bizarre DS puzzle title.
SEPTEMBER

BLACK & WHITE 2
EA
PC
Lionhead's genre-defying monster-come-god sim makes a long overdue return. Much like the first title, expect the unexpected.
OCTOBER 14TH

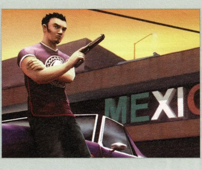
MARVEL NEMESIS
EA
PS2/XBOX/GC/PSP
Takes a few famous Marvel characters, chuck in some new faces and mixes it with a spot of *Def Jam Vendetta*.
OCTOBER 14th

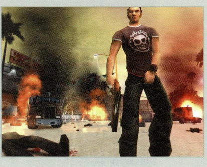
BULLY
ROCKSTAR
PS2/XBOX
As the title would suggest, a game about bullying. But the sad news is unfortunately it won't be set in the halls of Grange Hill.
OCTOBER

TOTAL OVERDOSE *PS2, Xbox, PC*

STREET DATE: September 16th
STREET PRICE: . . . . . . Various
DISTRIBUTOR: . . . . . . Pinnacle
CONTACT: 020 7585 3308

PlayStation 2
PAL
TOTAL OVERDOSE
18
eidos





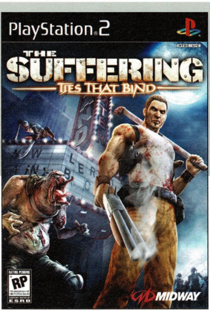
True Crime did L.A., *Grand Theft Auto* has covered Las Vegas and Miami and *Doom* did Mars. Where to next? We're off to Mexico, courtesy of SCi and the manic gun-a-thon otherwise known as *Total Overdose*.

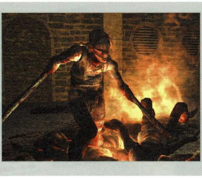
The hook this time round is the combo system utilised in the gameplay. Shoot one enemy and you have a limited time to raise your score by shooting another, much in the same vein as *Gungrave*. Chain enough kills together and all hell kicks off.

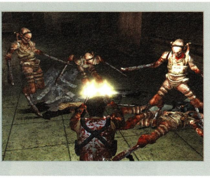
With a massive arsenal of weapons and some wonderfully colourful visuals, *Total Overdose* could be a surprise hit.

THE SUFFERING: TIES THAT BIND *PS2, Xbox, PC*

STREET DATE: . . October 14th
STREET PRICE: . . . . . . Various
DISTRIBUTOR: . . . . . . Pinnacle
CONTACT: . . . 020 7382 7720







The Suffering was a well-publicised yet often overlooked horror title released on PS2 last year. Its grim, violent themes and equally disturbing settings caused quite a stir amongst gamers.

Midway hopes to build upon the title's core following with a sequel that expands upon everything the original achieved.

Multiple paths are there to be explored and the new grim urban citiscapes provide extra opportunities for bloodshed and widespread social degradation.

You can't really call it a happy game, but it may well prove to be a memorable one.

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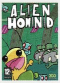


[ON THE RADAR]

SOUL CALIBUR III
SONY
PS2
Whether or not it will make it to Xbox and GameCube is still up for debate. Either way, the customisable characters look great.
OCTOBER

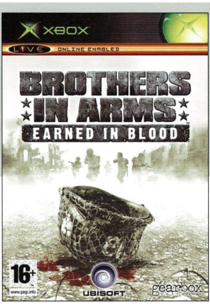
DEATH JR
KONAMI
PSP
The first original IP to be announced for PSP, this surreal mix of action and weirdness will offer something different to owners.
OCTOBER

ALIEN HOMINID
ZOO DIGITAL
GBA
After its recent splash on PS2 and Xbox, this old-school 2D shooter makes its way to Nintendo's accomodating handheld.
NOVEMBER 4th

MARIO KART DS
NINTENDO
DS
A series that needs no introduction, *Mario Kart* is one of the greatest franchises of all time. This DS version hopes to take it even further.
NOVEMBER 11th

BROTHERS IN ARMS 2 *Xbox, PC*

STREET DATE: . . . October 7th
STREET PRICE: . . . . . . Various
DISTRIBUTOR: . . . . . .Pinnacle
CONTACT: 01932 838230



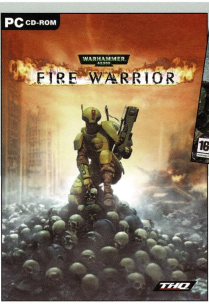
The World War–themed first person shooter is not exactly a rare breed. The genre is so ram-packed, in fact, that to stand out from the crowd newcomers are forced to offer something beyond aiming and shooting.

Brothers In Arms' answer to this was to offer an accessible, yet deep, strategy element that sat comfortably alongside standard FPS gameplay.

This sequel, entitled *Earned in Blood*, offers co-op online play and larger maps, all of which provide far greater tactical scope than first time around. Improved squad AI is also thankfully much improved.

WARHAMMER RANGE *PC*

STREET DATE: September 23rd
STREET PRICE: . . . . . . Various
DISTRIBUTOR: . . . . Advantage
CONTACT: 01483 767 656



THQ's *Warhammer Dawn of War* was regarded by many gamers as the first title to do this excellent franchise justice. Maybe it's no surprise then that THQ sees fit to release not only an expansion pack for the successful RTS title but also two new versions of the game this September.

Winter Assault is an expansion pack for the already popular *Dawn of War*, designed for owners of the original. *The Gold Edition* bundles both the original and the expansion together for newcomers, whilst the *Game of the Year Edition* celebrates the original's success by offering yet more new content.

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Where will your games be in the next two years ?*

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Maya

* Find out at the Game Connection

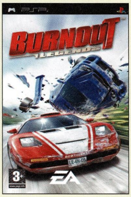
EA BURNS UP THE CHARTS

The publisher releases the first of its big end of year titles next week with Burnout Legends racing onto PSP...

[MUST STOCK]

BURNOUT LEGENDS

RELEASED: 16/9/2005
FORMAT: PSP
DISTRIBUTOR: PINNACLE
CONTACT: 01923 450 000



IF THERE'S one thing the PSP is not short of, it's racing games. The launch line-up is littered with top class racers. But as much as *Ridge Racer* and *WipEout* may be the initial picks of the releases they're both going to be facing some stiff competition shortly from *Burnout Legends.*

Burnout's take on accessible, frantic and brutal arcade racing sounds like the perfect handheld recipe on paper, and word from the specialist press is that this version is the best yet, with *Play* awarding it a hugely impressive 10/10.

This version of the game features select tracks and courses from all of the first three games and boasts eight gameplay modes, not least of which is the multiplayer wi-fi mode. Gamers will also be able to download a demo level to other machines – a great bit of free advertising that's bound to ensure that units keep shifting well long after release.

TITLE	FORMAT	GENRE	PUBLISHER	TELEPHONE	DISTRIBUTOR	**RELEASED**
Megaman Zero 4	GBA	Action/Adventure	Capcom	020 8846 2250	Open	**September 16th**
Megaman Battle Network 5: Double Team	DS	Action/Adventure	Capcom	020 8846 2250	Open	**September 16th**
Call of Cthulhu: Dark Corners of the Earth	PS2/Xbox	Action/Adventure	Take 2	01753 496 613	Gem	**September 16th**
Burnout Legends	PSP	Racing	EA	01932 450000	Pinnacle	**September 16th**
Total Overdose	PS2/Xbox/PC	Action/Adventure	Eidos	0121 625 3906	Centresoft	**September 16th**
Madden NFL 2006	PS2/Xbox/GC	Sports	EA	01932 450000	Pinnacle	**September 16th**
NHL 2006	PS2/Xbox/GC/PC	Sports	EA	01932 450000	Pinnacle	**September 16th**
Rebel Raiders	PS2/PC	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	**September 16th**
Castlevania: Dawn of Sorrow	DS	Action/Adventure	Konami	020 8987 5730	Open	**September 16th**
Shaman King: Master of Spirits	GBA	Action/Adventure	Konami	020 8987 5730	Open	**September 16th**
Ys: The Ark of Nephishtim	PS2	Action/Adventure	Konami	020 8987 5730	Open	**September 16th**
Yu-Gi-Oh: Destiny Board Traveller	GBA	Action/Adventure	Konami	020 8987 5730	Open	**September 16th**
Bet On Soldier	PC	FPS	Digital Jesters	01707 871516	Pinnacle	**September 16th**
Scooby Doo Unmasked	PS2/Xbox/GC/GBA	Action	THQ	01483 767 656	Advantage	**September 16th**
Heroes of the Pacific	PS2/Xbox/PC	Flight Sim	Codemasters	01926 814132	Centresoft	**September 23rd**
Dragonshard	PC	Action/Adventure	Atari	020 8222 9700	Advantage	**September 23rd**
Madden NFL 2006	PC	Sports	EA	01932 450000	Pinnacle	**September 23rd**
Burnout: Revenge	PS2/Xbox	Racing	EA	01932 450000	Pinnacle	**September 23rd**
Top Spin	PS2	Sports	Take 2	01753 496 613	Gem	**September 23rd**
EyeToy: Kinetic	PS2	Fitness	Sony	020 7911 8152	Centresoft	**September 23rd**
Kuon	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	**September 23rd**
Rally Manager	PC	Racing	GMX	020 8309 3600	Pinnacle	**September 23rd**
System Rush	N-Gage	Racing	Nokia	07973 333 553	Gem	**September 23rd**
Sniper Elite	PS2/Xbox/PC	Stealth	Ubisoft	01923 838230	Pinnacle	**September 23rd**
Dynasty Warriors 5	Xbox	Action/Strategy	Koei	01462 476130	Open	**September 23rd**
Evil Dead Regeneration	PS2/Xbox/PC	Action	THQ	01483 767 656	Advantage	**September 23rd**
Myst V: End of Ages	PC/Mac	Graphic Adventure	Ubisoft	01923 838230	Pinnacle	**September 23rd**
American Chopper	PS2/Xbox/PC	Racing	Zoo Digital	0114 2413700	Open	**September 23rd**
Fable: The Lost Chapters	PC	RPG	Microsoft	0870 6010100	Gem	**September 23rd**
Madden NFL 2006	DS	Sports	EA	01932 450000	Pinnacle	**September 30th**
Advance Wars DS	DS	Strategy	Nintendo	01932 895390	Open	**September 30th**
Atari Masterpieces Vol 1	N-Gage	Retro	Nokia	07973 333 553	Gem	**September 30th**
S.L.A.I	PS2	Action/Adventure	Konami	020 8987 5730	Open	**September 30th**
Mortal Kombat: Shaolin Monks	PS2/Xbox	Fighting	Midway	0207 382 7720	Pinnacle	**September 30th**
Driv3r	GBA	Racing	Atari	020 8222 9700	Advantage	**September 30th**
One Piece: Grand Battle	PS2	Adventure	Atari	020 8222 9700	Advantage	**September 30th**
NBA Live '06	PS2/Xbox/GC/PC	Sports	EA	01932 450000	Pinnacle	**September 30th**
The Nightmare Before Xmas	PS2/Xbox	Action/Adventure	Capcom	0208 222 1000	Open	**September 30th**
Beatdown: Fists of Vengeance	PS2/Xbox	Action	Capcom	020 8846 2880	Open	**September 30th**
Disney's Cinderella: Magical Dreams	GBA	Platform	THQ	01483 767 656	Advantage	**September 30th**
Ed, Edd 'n Eddy	GBA	Kids'	Zoo Digital	0114 2413700	Open	**September 30th**
FIFA 06	PS2/Xbox/GC/PC/GBA	Sports	EA	01932 450000	Pinnacle	**September 30th**
Conflict: Global Storm	PS2/Xbox/PC	RTS	Eidos	0121 625 3906	Centresoft	**September 30th**
Far Cry Instincts	PS2/Xbox	FPS	Ubisoft	01923 838230	Pinnacle	**September 30th**
Rome: Total War - Barbarian Invasion	PC	Strategy	Sega	020 8995 3399	Gem	**September 30th**
Sonic Gems	PS2/GC	Platform	Sega	020 8995 3399	Gem	**September 30th**
Ghost in the Shell	PSP	FPS	Atari	020 8222 9700	Advantage	**September**
Rugby Challenge 2006	PS2/Xbox/PC	Sports	Hip	020 7808 7097	Open	**September**
Dungeon Siege 2	PC	RPG	Microsoft	0870 6010100	Gem	**September**
World Poker Tour	PS2/Xbox/PC/PSP	Poker Sim	Take 2	01753 496 613	Gem	**September**
Street Racing Syndicate	GBA	Racing	Zoo Digital	0114 2413700	Open	**September**
Monster Quest	GBA	Action/Adventure	Zoo Digital	0114 2413700	Open	**September**
Swords of Destiny	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	**September**
Power Rangers – SPD	PS2/GBA	Action/Adventure	BVG	020 8222 1413	CentreSoft	**September**
Garfield 2: Saving Arlene	PS2/PC	Action	Hip	020 7808 7097	Open	**September**

PS2 XBOX NINTENDO GAMECUBE NINTENDO DS

[FORMAT HIGHLIGHTS]

The biggest releases from the schedule on individual formats

Burnout: Revenge
EA/September 23rd
Mortal Kombat: Shaolin Monks
Midway/September 30th

Sniper Elite
Ubisoft/September 23rd
The Nightmare Before Christmas
Capcom/ September 30th

Tiger Woods PGA Tour 2006
EA/September 23rd
Sonic Gems
Sega/September 30th

Advance Wars
Nintendo/ September 30th
Meteos
Nintendo/ September
Nintendogs
Nintendo/ October 7th

Dungeon Lords	PC	Strategy	Legacy Interactive	01293 582 630	Mindscape	**September**
Coded Arms	PSP	FPS	Konami	020 8987 5730	Open	**September**
Delta Force: Black Hawk Down	PS2/Xbox	Action/Adventure	Novalogic	020 7324 8900	Open	**September**
Meteos	DS	Puzzle	Nintendo	01932 895390	Pinnacle	**September**
America's Army: Rise of a Soldier	PS2/Xbox	FPS	Ubisoft	01923 838230	Pinnacle	**Q3**
Star Wars Episode III Revenge of the Sith	PSP	Action/Adventure	Ubisoft	01923 838230	Pinnacle	**Q3**
SpyToy	PS2	EyeToy	Sony	020 7911 8152	Centresoft	**October 7th**
Title Bout Championship Boxing	PC	Sport	Fusion Software	01933 682 007	Pinnacle	**October 7th**
Taxi 3: Extreme Rush	PC	Racing	Fusion Software	01933 682 007	Pinnacle	**October 7th**
Phoenix Wright Ace Attorney	DS	Strategy	Capcom	020 8846 2250	Open	**October 7th**
FIFA 06	DS	Sports	EA	01932 450000	Pinnacle	**October 7th**
Armoured Core: Nexus	PS2	Action/Adventure	Digital Jesters	01707 871516	Pinnacle	**October 7th**
Kingdom Under Fire: Heroes	Xbox	Action	Deep Silver	0870 0270985	Koch	**October 7th**
Total Club Manager 2006	PC	Sports	EA	01932 450000	Pinnacle	**October 7th**
Juka and the Monophonic Menace	GBA	Platformer	Zoo Digital	0114 2413700	Open	**October 7th**
Nintendogs	DS	Pet Sim	Nintendo	01932 895390	Open	**October 7th**
UFO Aftershock	PC	Action/Adventure	Cenega	01923 838230	Pinnacle	**October 7th**
Witch	GBA	Action/Adventure	BVG	020 8222 1413	CentreSoft	**October 7th**
Brothers In Arms: Earned in Blood	Xbox/PC	RTS	Ubisoft	01923 838230	Pinnacle	**October 7th**
Shattered Union	Xbox/PC	Strategy	Take 2	01753 496 613	Gem	**October 7th**
Tiger Woods PGA Tour 2006	PS2/Xbox/GC/PC/PSP	Sports	EA	01932 450000	Pinnacle	**October 7th**
Vietcong 2	PC	Strategy	Take 2	01753 496 613	Gem	**October 7th**
The Nightmare Before Xmas	GBA	Action/Adventure	BVG	0208 222 1413	CentreSoft	**October 7th**
Spartan: Total Warrior	PS2/Xbox/GC	Strategy	Sega	020 8995 3399	Gem	**October 7th**
Geist	GC	FPS	Nintendo	01932 895390	Open	**October 7th**
Heart of Empire: ROME	PC	God Sim	Deep Silver	0870 0270985	Koch	**October 14th**
Bratz: Rock Angelz	PS2/GC/PC/GBA	Platform	THQ	01483 767 656	Advantage	**October 14th**
Blitzkrieg II	PC	RTS	CDV	0870 0270985	Koch	**October 14th**
NASCAR 06: Total Team Control	PS2/Xbox	Racing	EA	01932 450000	Pinnacle	**October 14th**
The Suffering: Ties that Bind	PS2/Xbox/PC	Action/Horror	Midway	0207 382 7720	Pinnacle	**October 14th**
Stuart Little: Big Photo Adventure	PS2	Action/Adventure	Sony	020 7911 8152	Centresoft	**October 14th**
Black and White 2	PC	Strategy	EA	01932 450000	Pinnacle	**October 14th**
Darkwatch	PS2/Xbox	FPS	Ubisoft	01923 838230	Pinnacle	**October 14th**
Cabela's Big Game Hunter	PS2/Xbox/GBA	Shooting	Zoo Digital	0114 2413700	Open	**October 14th**
World Rally Championship Evolution	PS2	Racing	Sony	020 7911 8152	Centresoft	**October 14th**
Dead to Rights 2	PS2	Action	EA	01932 450000	Pinnacle	**October 14th**
Ultimate Spider-Man	PS2/Xbox/GC/DS/GBA/PC	Action/Adventure	Activision	01753 756100	Centresoft	**October 14th**
X-Men Legends II: Rise of Apocalypse	PS2/Xbox/GC/PSP/PC	Action RPG	Activision	01753 756100	Centresoft	**October 14th**
TMNT: Mutant Melee	PS2	Action	Konami	020 8987 5730	Open	**October 14th**
Wallace and Gromit: Were-Rabbit	PS2/Xbox	Action	Konami	020 8987 5730	Open	**October 14th**
Marvel Nemesis: Rise of the Imperfects	PS2/Xbox/GC/PSP	Action/Adventure	EA	01932 450000	Pinnacle	**October 14th**
Getting Up: Contents Under Pressure	PS2/Xbox/PC	Action/Adventure	Atari	020 8222 9700	Advantage	**October 14th**
Serious Sam 2	PC/Xbox	FPS	Take 2	01753 496 613	Gem	**October 14th**
GeneSys	PS2/PC	FPS	Deep Silver	0870 0270985	Koch	**October 21st**
D1rT	PS2/PC	Action/Adventure	Deep Silver	800169 1341	Koch	**October 21st**
Duel Masters: Shadow of the Code	GBA	Action	Atari	020 8222 9700	Advantage	**October 21st**
The X Factor	PS2/PC	Singing	Black Bean	0208 309 3710	Pinnacle	**October 21st**
X3: The Reunion	PC	Action/Adventure	Deep Silver	0870 0270985	Koch	**October 21st**
LA Rush	PS2/Xbox/PC	Racing	Midway	0207 382 7720	Pinnacle	**October 21st**
Pokemon Emerald	GBA	Action/Adventure	Nintendo	01932 895390	Open	**October 21st**
Madden NFL 2006	PSP	Sports	EA	01932 450000	Pinnacle	**October 21st**
Genji	PS2	Action/Adventure	Sony	020 7911 8152	Centresoft	**October 21st**
Dead to Rights 2	Xbox	Action	EA	01932 450000	Pinnacle	**October 21st**
Dragonball Z Budokai: Tenkaichi	PS2	Action	Atari	020 8222 9700	Advantage	**October 21st**
FIFA 06	PSP	Sports	EA	01932 450000	Pinnacle	**October 21st**

[REVIEWS]

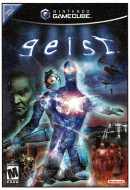
THE GAMES MAGS' VIEWS ON THE LATEST RELEASES

NINTENDO DS
nintendogs
Lab & Friends
Nintendo

NINTENDOGS

Miyomoto works his magic once more and reinvents the pet-sim. Japan has gone crazy for this.

RELEASED: OCT 7TH
EDGE 7/10
GAMESPOT 9.1/10



GEIST

This long-awaited 'Cube title mixes FPS play with puzzles to create an interesting blend.

RELEASED: OCT 7TH
GAMES DOMAIN 7/10
IGN 7.8/10

ZOO GOES ON A GBA RAMPAGE

The publisher is set to release a swarm of retro GBA titles including Paper Boy and Marble Madness

TITLE	FORMAT	GENRE	PUBLISHER	TELEPHONE	DISTRIBUTOR	RELEASED
The Sims 2: Nightlife	PC	Life Sim	EA	01932 450000	Pinnacle	**September 16th**
EverQuest II: Desert of Flames	PC	MMORPG	Ubisoft	01923 838230	Pinnacle	**September 16th**
Alexander	PC	RTS	Focus Multimedia	01889 570156	Interactive Ideas	**September 16th**
Counter Strike: Anthology	PC	FPS	EA	01932 450000	Pinnacle	**September 16th**
Half-Life 2: Game of the Year	PC	FPS	EA	01932 450000	Pinnacle	**September 16th**
Gauntlet/Rampart	GBA	Retro	Zoo Digital	0114 2413700	Open	**September 16th**
Paper Boy/Rampage	GBA	Retro	Zoo Digital	0114 2413700	Open	**September 16th**
Spyhunter/Supersprint	GBA	Retro	Zoo Digital	0114 2413700	Open	**September 16th**
Marble Madness/Klax	GBA	Retro	Zoo Digital	0114 2413700	Open	**September 16th**
Half-Life: Anthology	PC	FPS	EA	01932 450000	Pinnacle	**September 16th**
Myst IV Revelation	PC	Adventure	Focus Multimedia	01889 570156	Interactive Ideas	**September 23rd**
Family Board Games	PS2	Family	Liquid Games	01933 442 660	Centresoft	**September 23rd**
Asteroids/Pong/Yars' Revenge	GBA	Retro	Zoo Digital	0114 2413700	Open	**September 23rd**
Devil May Cry 3	PS2	Action/Adventure	Capcom	020 8846 2250	Open	**September 23rd**
Flying Squadron	PS2	Flight	Phoenix	+31 40 3681044	Open	**September 23rd**
Cartoon World	PS2	Kids'	Phoenix	+31 40 3681044	Open	**September 23rd**
The Ultimate Music Quiz	PS2	Quiz	Liquid Games	01933 442 660	Centresoft	**September 23rd**
The Ultimate TV & Movie Quiz	PS2	Quiz	Liquid Games	01933 442 660	Centresoft	**September 23rd**
The Ultimate Sports Quiz	PS2	Quiz	Liquid Games	01933 442 660	Centresoft	**September 23rd**
The Ultimate Trivia Quiz	PS2	Quiz	Liquid Games	01933 442 660	Centresoft	**September 23rd**
Deus Ex: Invisible War	PC	FPS	PC Gamer Presents	0845 234 4242	Mastertronic	**September 23rd**
Warhammer 40,000 Game of the Year	PC	RTS	THQ	01483 767 656	Advantage	**September 23rd**
Warhammer 40,000 Gold Edition	PC	RTS	THQ	01483 767 656	Advantage	**September 23rd**
Championship Manager 03/04	PC	Management	PC Gamer Presents	0845 234 4242	Mastertronic	**September 23rd**
Care Bears	GBA	Action/Adventure	Game Factory	020 8309 3600	Pinnacle	**September 23rd**
World Championship Snooker 2005	PC	FPS	M.A.D	0845 234 4242	Mastertronic	**September 23rd**
Kiddies Party Pack	PS2	Kids'	Phoenix	+31 40 3681044	Open	**September 23rd**
City Soccer Challenge	PS2	Sports	Phoenix	+31 40 3681044	Open	**September 23rd**
Wet 'n' Wild	PS2	Sports	Phoenix	+31 40 3681044	Open	**September 23rd**
International Cue Club 2	PS2	Sport	Midas	01279 858 000	Open	**September 23rd**
Truck Racing 2	PS2	Racing	Midas	01279 858 000	Open	**September 23rd**
Hitman: Contracts	PC	Action/Adventure	M.A.D	0845 234 4242	Mastertronic	**September 23rd**
Prince of Persia: Warrior Within	PS2/Xbox/GC	Action/Adventure	Ubisoft	01923 838230	Pinnacle	**September 23rd**
Victorious Boxers 2	PS2	Sport	Empire	020 8343 7337	Open	**September 23rd**
Chicken Shoot	GBA	Platformer	Zoo Digital	0114 2413700	Open	**September 23rd**
Midway's Arcade Treasures 3	PS2/Xbox	Retro	Midway	020 7382 7720	Pinnacle	**September 30th**
Dragonball Z Budokai	PS2	Action/Adventure	Atari	020 8222 9700	Advantage	**September 30th**
Neverwinter Nights Deluxe	PC	RPG	Atari	020 8222 9700	Advantage	**September 30th**
Taito Legends	PS2/Xbox/PC	Arcade	Empire	020 8343 7337	Open	**September 30th**
Extreme 4x4	Xbox	Racing	GMX	020 8309 3600	Pinnacle	**September 30th**
Apache Gunship	PS2	Flight	GMX	020 8309 3600	Pinnacle	**September 30th**
B17: The Legend Returns	PC	Flight	GMX	020 8309 3600	Pinnacle	**September 30th**
Counter Strike: Source	PC	FPS	EA	01932 450000	Pinnacle	**September 30th**
Samurai Jack	GBA	Action	Zoo Digital	0114 2413700	Open	**September 30th**
WWTBAM Junior	GBA	Quiz	Zoo Digital	0114 2413700	Open	**September 30th**
The Elder Scrolls III: Morrowind	PC	RPG	Sold Out	0845 234 4242	Mastertronic	**September**
Commandos 3	PC	Strategy	Sold Out	0845 234 4242	Mastertronic	**September**
Conflict Desert Storm 2	PC	Tactical Shooter	Sold Out	0845 234 4242	Mastertronic	**September**
Republic	PC	RTS	Sold Out	0845 234 4242	Mastertronic	**September**
Warhammer Dawn of War Game of the Year	PC	RTS	THQ	01483 767 656	Advantage	**September**
Warhammer Dawn of War Gold Edition	PC	RTS	THQ	01483 767 656	Advantage	**September**
Tomb Raider: Angel of Darkness	PC	Action/Adventure	Sold Out	0845 234 4242	Mastertronic	**September**
Emperor	PC	Strategy	Sold Out	0845 234 4242	Mastertronic	**September**
Far Cry	PC	FPS	PC Gamer Presents	0845 234 4242	Mastertronic	**September**

MARGIN MAKER

MCV's guide to the latest profit spinners...

Logitech G15 Gaming Keyboard

RELEASED: OCTOBER
FORMAT: PC
DISTRIBUTOR: GEM
CONTACT: 01279 822800

AS MUCH as it might have limitations, the joypad is a thing of beauty – an embodiment of purpose-driven design, birthed with the sole intent of allowing easy interaction. The keyboard, on the other hand, is designed for word processing and data-entry. For the serious hardcore PC gamer, this is simply just not good enough.

On the left side of Logitech's board are 18 programmable 'G Keys' allowing the swift execution of macros, making tasks like spell-casting in *World of Warcraft* as easy as skinning a pig with a battle-axe. The G15's adjustable tilted backlit LCD display looks set to be supported by a number of manufacturers, displaying key information such as health and ammo levels throughout your game.

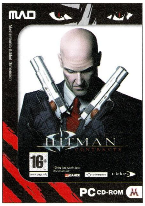
Add to this the backlit keys for night-time play and an incorporated wrist-support so the keyboard doesn't savage your wrists, and the G15 looks like an essential piece of kit.

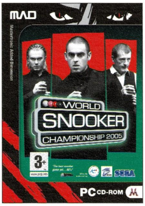
MAD

PC GAMER PRESENTS

PC Games

THE PEOPLE'S CHOICE


MAD
Mastertronic Added Dimension
HITMAN CONTRACTS
16+
PC CD-ROM


MAD
Mastertronic Added Dimension
WORLD SNOOKER CHAMPIONSHIP 2005
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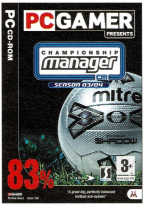
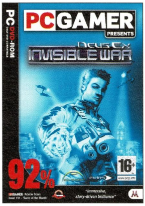
THE REVIEWERS' CHOICE


PC GAMER PRESENTS
PC CD-ROM
CHAMPIONSHIP manager
SEASON 03/04
mitre
SHADOW
83%
3+
"A great big, perfectly balanced football eco-system"


PC GAMER PRESENTS
PC DVD-ROM
DEUS EX INVISIBLE WAR
92%
16+
"Immersive, story-driven brilliance"

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GAMECUBE [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**KILLER 7** **DEVELOPER:** CAPCOM **PUBLISHER:** CAPCOM	
2	1	RESIDENT EVIL 4	CAPCOM
3	2	MARIO PARTY 6	NINTENDO
4	7	CHARLIE AND THE CHOCOLATE FACTORY	TAKE 2
5	5	STAR FOX ASSAULT	NINTENDO
6	3	MARIO POWER TENNIS	NINTENDO
7	8	POKÉMON COLOSSEUM	NINTENDO
8	12	DONKEY KONGA	NINTENDO
9	6	MADAGASCAR	ACTIVISION
10	9	THE LEGEND OF ZELDA: FOUR SWORDS	NINTENDO

NINTENDO DS [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**SUPER MARIO 64** **DEVELOPER:** NINTENDO **PUBLISHER:** NINTENDO	
2	3	MADAGASCAR	ACTIVISION
3	6	WARIOWARE TOUCHED!	NINTENDO
4	4	BOMBERMAN DS	UBISOFT
5	5	NEED FOR SPEED UNDERGROUND 2	EA
6	10	YOSHI TOUCH & GO	NINTENDO
7	7	STAR WARS III: REVENGE OF THE SITH	LUCASARTS
8	8	THE URBZ: SIMS IN THE CITY	EA
9	11	ZOO KEEPER	IGNITION
10	9	SPLINTER CELL: CHAOS THEORY	UBISOFT

PSP [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**RIDGE RACER** **DEVELOPER:** NAMCO **PUBLISHER:** SONY	
2	NEW	WIPEOUT PURE	SONY
3	NEW	VIRTUA TENNIS: WORLD TOUR	SEGA
4	NEW	METAL GEAR AC!D	KONAMI
5	NEW	NEED FOR SPEED UNDERGROUND: RIVALS	EA
6	NEW	TOCA RACE DRIVER 2	CODEMASTERS
7	NEW	MIDNIGHT CLUB 3: DUB EDITION	ROCKSTAR
8	1	TONY HAWK'S UNDERGROUND 2: REMIX	ACTIVISION
9	NEW	WORLD TOUR SOCCER	SONY
10	NEW	LUMINES	UBISOFT

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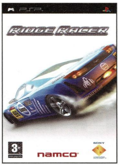

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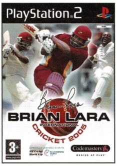

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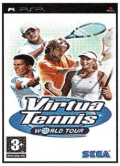

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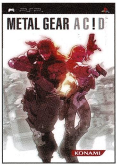


[ENTERTAINMENT - FULL PRICE]

TOP 40 ALL

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**RIDGE RACER** **FORMAT:** PSP **DEVELOPER:** NAMCO **PUBLISHER:** SONY	
2	1	BRIAN LARA CRICKET 2005 PS2, XBOX, PC	CODEMASTERS
3	NEW	WIPEOUT PURE PSP	SONY
4	NEW	VIRTUA TENNIS: WORLD TOUR PSP	SEGA
5	NEW	METAL GEAR AC!D PSP	KONAMI
6	NEW	NFSU: RIVALS PSP	EA
7	NEW	MIDNIGHT CLUB 3: DUB EDITION PSP	ROCKSTAR
8	NEW	TOCA RACE DRIVER 2 PSP	CODEMASTERS
9	NEW	TONY HAWK'S 2: REMIX PSP	ACTIVISION
10	27	SPIDER-MAN 2 PSP, PS2, GBA	ACTIVISION
11	NEW	WORLD TOUR SOCCER PSP	SONY
12	NEW	LUMINES PSP	UBISOFT
13	NEW	EVERYBODY'S GOLF PSP	SONY
14	NEW	UNTOLD LEGENDS: BLADE PSP	ACTIVISION
15	NEW	DELTA FORCE: BLACK HAWK XBOX	NOVALOGIC
16	NEW	MEDIEVIL RESURRECTION PSP	SONY
17	2	MADAGASCAR PS2, XBOX, GC, PC, GBA, DS	ACTIVISION
18	NEW	ARCHER MACLEAN'S MERCURY PSP	IGNITION
19	7	MOH: EUROPEAN ASSAULT PS2, XBOX, GC	EA
20	13	CRICKET 2005 PS2, XBOX, PC	EA

PLAYSTATION 2 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**BRIAN LARA CRICKET 2005** **DEVELOPER:** SWORDFISH STUDIOS **PUBLISHER:** CODEMASTERS	
2	2	MEDAL OF HONOR: EUROPEAN ASSAULT	EA
3	9	CRICKET 2005	EA
4	3	LEGO STAR WARS	EIDOS/GIANT
5	10	RESIDENT EVIL: OUTBREAK FILE 2	CAPCOM
6	19	GAMETRAK - REAL WORLD GOLF	MAD CATZ
7	4	JUICED	THQ
8	7	MADAGASCAR	ACTIVISION
9	6	FANTASTIC FOUR	ACTIVISION
10	8	CHARLIE AND THE CHOCOLATE FACTORY	TAKE 2

[WEEK ENDING 03/09/05]

[ANALYSIS]

Undoubtedly the story of the week is PSP's dominance at the top of the All Formats charts, claiming a massive nine spots In the top 10. Only last week's number one seller, Codemasters' *Brian Lara Cricket 2005,* manages to hang on at number two, with *Madagascar*, last week's number two, slipping all the way down to number 17. With PSP doubters highlighting a supposed lack of quality software, Sony must be extra chuffed at not only shifting a record-breaking number of consoles, but absolutely wiping the floor with much of the home console market's software offering too. Not a bad start for the new handheld.

Neil Long

FORMATS

[SOURCE] ChartTrack elspa

🟥 Highest New Entry ■ Highest Top 40 Climber

21	5	**LEGO STAR WARS** PS2, XBOX, PC, GBA	EIDOS/GIANT
22	NEW	**WORLD SNOOKER CHALLENGE 2005** PSP	SEGA
23	6	**JUICED** PS2, XBOX, PC	THQ
24	NEW	**APE ACADEMY** PSP	SONY
25	16	**SUPER MONKEY BALL DELUXE** PS2, XBOX	SEGA
26	8	**FANTASTIC FOUR** PS2, XBOX, GC, GBA	ACTIVISION
27	3	**TOM CLANCY'S: SUMMIT STRIKE** XBOX	UBISOFT
28	9	**SONIC 3D** PC	XPLOSIV
29	4	**DESTROY ALL HUMANS!** PS2, XBOX	THQ
30	12	**PRO EVOLUTION SOCCER 4** PS2, XBOX	KONAMI
31	10	**CHARLIE: CHOCOLATE FACTORY** PS2, XBOX, PC, GBA	TAKE 2
32	32	**SPLINTER CELL: CHAOS THEORY** PS2, XBOX, PC, DS	UBISOFT
33	NEW	**DUNGEON SIEGE II** PSP	MICROSOFT
34	11	**CHAMPIONSHIP MANAGER 5** PSP	EIDOS
35	NEW	**FIRED UP** PSP	SONY
36	15	**RESIDENT EVIL: OUTBREAK FILE 2** PS2	CAPCOM
37	14	**GTA: SAN ANDREAS** PS2, XBOX, PC	ROCKSTAR
38	NEW	**GAMETRAK - REAL WORLD GOLF** PSP	MAD CATZ
39	NEW	**DYNASTY WARRIORS** PSP	KOEI
40	NEW	**FORMULA 1 GRAND PRIX** PSP	SONY

XBOX [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**DELTA FORCE: BLACK HAWK** **DEVELOPER:** CLIMAX **PUBLISHER:** NOVALOGIC	
2	1	**BRIAN LARA CRICKET 2005**	CODEMASTERS
3	NEW	**MOTO GP: RACING TECHNOLOGY 3**	THQ
4	2	**GTA: SAN ANDREAS**	ROCKSTAR
5	4	**SUPER MONKEY BALL DELUXE**	SEGA
6	3	**DESTROY ALL HUMANS!**	THQ
7	10	**SPLINTER CELL: CHAOS THEORY**	UBISOFT
8	5	**JUICED**	THQ
9	7	**MEDAL OF HONOR: EUROPEAN ASSAULT**	EA
10	19	**CRICKET 2005**	EA

PC CD-ROM [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**DUNGEON SIEGE II** **DEVELOPER:** MICROSOFT **PUBLISHER:** MICROSOFT	
2	1	**BATTLEFIELD 2**	EA
3	2	**FOOTBALL MANAGER 2005**	SEGA
4	4	**SIMS 2**	EA
5	3	**THE SIMS 2: UNIVERSITY**	EA
6	7	**GUILD WARS**	NCSOFT EUROPE
7	5	**HALF-LIFE 2**	VU GAMES
8	6	**CHAMPIONSHIP MANAGER 5**	EIDOS
9	8	**LOTR: BATTLE FOR MIDDLE EARTH**	EA
10	10	**ROME: TOTAL WAR**	ACTIVISION

PC CD-ROM [BUDGET PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**SONIC 3D** **DEVELOPER:** SONIC TEAM **PUBLISHER:** XPLOSIV	
2	2	**MICROSOFT FLIGHT SIMULATOR 98**	XPLOSIV
3	3	**BIG MUTHA TRUCKERS**	XPLOSIV
4	4	**THE SIMS**	EA
5	5	**ICC: ASHES 05**	XPLOSIV
6	6	**SIM CITY 3000: UK EDITION**	SOLD OUT
7	12	**CSI: CRIME SCENE INVESTIGATION**	FOCUS
8	7	**MOH: PACIFIC ASSAULT**	EA
9	8	**COMMAND & CONQUER: RED ALERT 2**	SOLD OUT
10	9	**THEME HOSPITAL**	SOLD OUT

PLAYSTATION 2 [BUDGET PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		**PRO EVOLUTION SOCCER 4** **DEVELOPER:** KONAMI **PUBLISHER:** KONAMI	
2	2	**THE SIMPSONS: HIT & RUN**	VU GAMES
3	7	**STAR WARS: BATTLEFRONT**	LUCASARTS
4	4	**RATCHET & CLANK 3**	SONY
5	10	**SPONGEBOB: FLYING DUTCHMAN**	THQ
6	6	**SINGSTAR POPWORLD**	SONY
7	5	**KILLZONE**	SONY
8	15	**TONY HAWK'S UNDERGROUND 2**	ACTIVISION
9	9	**WWE SMACKDOWN! VS RAW**	THQ
10	12	**THE INCREDIBLES**	THQ

THAT WAS THEN

[11 YEARS AGO]

1.	*STREET FIGHTER II,* MD	SEGA
2.	*FIFA INTERNATIONAL SOCCER,* MD, SN	EA
3.	*JUNGLE BOOK,* GG, SG, GA, NI, MD	VIRGIN
4.	*TETRIS 2,* NI, GA	NINTENDO
5.	*SUPER MARIO LAND 3,* GA	NINTENDO
6.	*MORTAL KOMBAT,* GA, GG, MD, SG, SN	ACCLAIM
7.	*SONIC THE HEDGEHOG 2,* GG, MD, SG	SEGA
8.	*COOL SPOT,* GG, MD, SG, SN, GA	VIRGIN
9.	*SONIC THE HEDGEHOG,* GG, MD, SG	SEGA
10.	*STARWING,* SN	NINTENDO

[6 YEARS AGO]

1.	*C&C: TIBERIAN SUN,* PC	EA
2.	*WWF: ATTITUDE,* PSX, N64, GBC	ACCLAIM
3.	*LOK: SOUL REAVER,* PSX	EIDOS
4.	*FA PREMIER LEAGUE STARS,* PSX, PC	EA
5.	*SHADOWMAN,* PSX, N64, PC	ACCLAIM
6.	*TEKKEN 3,* PSX	NAMCO
7.	*COLIN MCRAE RALLY ,* PSX, PC	CODEMASTERS
8.	*GRAN TURISMO,* PSX	SONY
9.	*DRIVER,* PSX	GT INTERACTIVE
10.	*PREMIER MANAGER '99,* PSX, N64, PC	INFOGRAMES

[2 YEARS AGO]

1.	*EYETOY PLAY,* PS2	SONY
2.	*THE GREAT ESCAPE,* PS2, XBOX	SCI
3.	*FIFA 2003,* PS2, XBOX, PSONE	EA
4.	*BEYBLADE: LET IT RIP,* PSONE	ATARI
5.	*LOTR: THE TWO TOWERS,* PS2, GC, GBA	EA
6.	*MOH: FRONTLINE,* PS2, XBOX	EA
7.	*TOM CLANCY'S GHOST RECON,* XBOX, PC	UBISOFT
8.	*JAMES BOND 007: NIGHTFIRE,* PS2, XBOX, GC	EA
9.	*POKÉMON SAPPHIRE,* GBA	NINTNEDO
10.	*THE SIMS,* PS2, XBOX, PC, GC	EA

INDIE CHARTS

Charts compiled by Game Guide/Complete EPOS Solutions. For more information about Complete EPOS Solutions call 01543 370002. For more information about the Game Guide call 01606 836347.

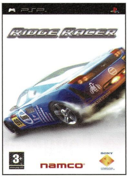
[ENTERTAINMENT - FULL PRICE]

ALL FORMATS

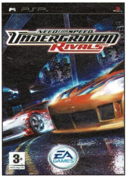
THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER	CHART TRACK
1		**RIDGE RACER** **FORMAT:** PSP **DEVELOPER:** NAMCO **PUBLISHER:** SONY		
2	NEW	**WIPEOUT PURE** PSP	SONY	
3	NEW	**NFSU: RIVALS** PSP	EA	
4	NEW	**WORLD TOUR SOCCER** PSP	SONY	
5	NEW	**MEDIEVIL RESSURECTION** PSP	SONY	
6	2	**BRIAN LARA CRICKET 2005** XBOX	CODEMASTERS	
7	NEW	**VIRTUAL TENNIS: WORLD TOUR** PSP	SEGA	
8	NEW	**EVERYBODY'S GOLF** PSP	SONY	
9	NEW	**METAL GEAR ACID** PSP	KONAMI	
10	NEW	**MIDNIGHT CLUB 3 DUB EDITION** PSP	ROCKSTAR	
11	NEW	**TOCA RACE DRIVER 3** PSP	CODEMASTERS	
12	1	**TOM CLANCY'S: SUMMIT STRIKE** PS2	UBISOFT	
13	5	**RESIDENT EVIL: OUTBREAK FILE** PS2	CAPCOM	
14	6	**CRICKET 2005** PS2	EA	
15	NEW	**DELTA FORCE BLACK HAWK DOWN** PS2	NOVALOGIC	
16	NEW	**DELTA FORCE BLACK HAWK DOWN** XBOX	NOVALOGIC	
17	NEW	**MOTO GP: RACING TECHNOLOGY 3** XBOX	THQ	
18	NEW	**SPIDER-MAN 2** PSP	ACTIVISION	
19	NEW	**TONY HAWK'S UNDERGROUND 2 REMIX** PSP	ACTIVISION	
20	NEW	**UNTOLD LEGEND: BLADE** PSP	ACTIVISION	

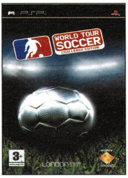
PLAYSTATION 2 [FULL PRICE]

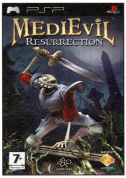
THIS WEEK	LAST WEEK	TITLE	PUBLISHER	CHART TRACK
1		**BRIAN LARA CRICKET 2005** **DEVELOPER:** SWORDFISH **PUBLISHER:** CODEMASTERS		
2	3	**RESIDENT EVIL OUTBREAK FILE**	CAPCOM	5
3	4	**CRICKET 2005**	EA	3
4	NEW	**DELTA FORCE: BLACK HAWK DOWN**	NOVALOGIC	-
5	NEW	**187 RIDE OR DIE**	UBISOFT	-
6	NEW	**DIGIMON WORLD 4**	ATARI	-
7	NEW	**DYNASTY WARRIORS 5**	KOEI	-
8	6	**WORMS 4: MAYHEM**	CODEMASTERS	-
9	7	**STAR WARS BATTLEFRONT**	LUCASARTS	-
10	NEW	**SUPER MONKEY BALL DELUXE**	SEGA	-



PSP
wipEout pure
3+
SONY







XBOX [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER	CHART TRACK
1		**GHOST RECON: SUMMIT STRIKE** **DEVELOPER:** UBISOFT **PUBLISHER:** UBISOFT		
2	NEW	**DELTA FORCE BLACK HAWK DOWN**	NOVALOGIC	-
3	NEW	**MOTO GP: RACING TECHNOLOGY 3**	THQ	3
4	2	**BRIAN LARA CRICKET 2005**	CODEMASTERS	2
5	5	**187 RIDE OR DIE**	UBISOFT	-
6	NEW	**HALO 2: MULTIPLAYER PACK**	MICROSOFT	-
7	NEW	**SUPER MONKEY BALL DELUXE**	SEGA	5
8	NEW	**JUICED**	EA	8
9	NEW	**CRICKET 2005**	EA	10
10	3	**MX VS ATV UNLEASEHED**	THQ	-

PSP [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER	CHART TRACK
1		**RIDGE RACER** **DEVELOPER:** NAMCO **PUBLISHER:** SONY		
2	NEW	**WIPEOUT PURE**	SONY	2
3	NEW	**NFSU: RIVALS**	EA	5
4	NEW	**WORLD TOUR SOCCER**	SONY	9
5	NEW	**MEDIEVIL RESURRECTION**	SONY	-

NINTENDO DS [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER	CHART TRACK
1		**WARIO WARE TOUCHED!** **DEVELOPER:** NINTENDO **PUBLISHER:** NINTENDO		
2	NEW	**RIDGE RACER**	NINTENDO	-
3	NEW	**SUPER MARIO 64**	NINTENDO	1
4	NEW	**YOSHI TOUCH AND GO**	NINTENDO	6
5	NEW	**GOLDENEYE ROGUE AGENT**	EA	-

PC CD-ROM [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER	CHART TRACK
1		**WORLD OF WARCRAFT** **DEVELOPER:** BLIZZARD **PUBLISHER:** VU GAMES		
2	3	**BATTLEFIELD 2**	EA	2
3	NEW	**CSI: CRIME SCENE INVESTIGATION**	FOCUS	7
4	2	**THE SIMS 2: UNIVERSITY**	EA	5
5	NEW	**GUILD WARS**	NCSOFT	-

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If you would like to amend the names of anyone in your organisation receiving MCV, please contact Hannah.Short @intentmedia.co.uk

NINTENDO HANDHELD BRANDS FOCUS

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- **Q4 DS & GAMEBOY GUIDE**

The PSP might be grabbing all the headlines in its launch week, but it's Nintendo that still sets the standard in the handheld arena. MCV has teamed up with the firm to create a dedicated supplement highlighting the Q4 marketing plans and software highlights for the DS and GBA, as well as a focus on the GBA Micro launch.

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This week **MCV** introduces a new feature within its Directory pages. The International Distribution Guide is dedicated to promoting distribution companies outside of the UK. If you are looking for new customers overseas, or just local market knowledge, then look no further...

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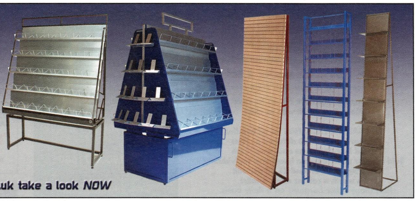

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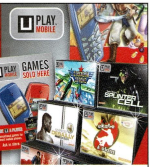

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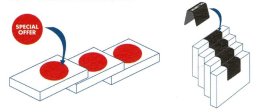

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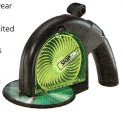

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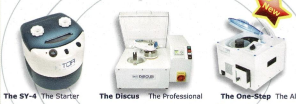

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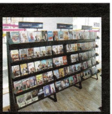

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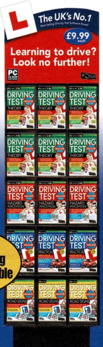
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LETTERS

Two complaints this week - one over MCV's review of P2, the other about our description of girls who play MMO games. But Chris King of Wingnut Designs likes our new look, while support for the indies is still being called for...

SEND YOUR COMMENTS TO LETTERS@INTENTMEDIA.CO.UK

"Juvenile joke"

WELL, I SUPPOSE *MCV* can be credited with consistency if little else; despite earlier complaints, I see that you've stuck to your editorial policy of misogyny and sexual humour so puerile it would embarrass a sophisticated 15-year-old.

At the recent Women in Games conference, researcher Suzanne Freyjadis-Chuberka presented a paper in which she demonstrated that it's not only the games themselves that discourage more women from playing; it's also the advertisements and - click! - the content of game-related magazines as well.

Their material, she alleges, frequently assumes that the reader is male, and takes an editorial tone towards women that belittles and degrades them. Your 'Plumbing the Depths' item in the Off The Record column of the August 30th issue certainly supports her theory nicely.

I'm sorry you feel that 'pig-ugly' goes hand-in-hand with 'MMO-playing' when referring to female gamers, but given your editorial track record I suppose I shouldn't be surprised. Tell me, are you at all interested in seeing the market for video games grow, or is the fun of printing offensive garbage for the sake of a juvenile joke just too irresistible to pass up?

Ernest W. Adams,
Game Designer

- It really is just too irresistible. Sorry...

"Disappointed"

I felt compelled to email you guys to voice my disappointment over Games Market Europe last week.

Why am I disappointed? Not enough games on show, no new distributors to chat to and maybe just the fact it was not possible to go.

Who plans these events and then decides that it is better to have them in the middle of the week when most hard-working indies would not dream of closing their stores and not all have a flurry of managers to take control for a day or so? The old days of ECTS were great when the show spanned a weekend; Sunday was the natural choice for most indies in my opinion.

So, not content with holding it in the middle of the week - which probably discounted the chances of many indies making an appearance - they decide to hold it over the PSP launch days. The day before would be taken up preparing stocks, etc., and of course the launch day would (hopefully) be manic. Again this must have put off many indies, if not all.

Who arranges these things? I, as an indie, was totally disappointed that I couldn't go this year.

Steve Lucas,
Nextgen

- MCV understands that the show organiser, Tandem Events, was unable to book the Business Design Centre over a weekend, due to the short time deadline on creating and organising the exhibition. It is also worth pointing out that one surely can't criticise the event if you weren't there...

"The weakest link"

I COULD NOT help but respond to the article in last week's *MCV* entitled 'Indies told: unite or die' *(September 2nd)*.

It looks as though the same old chestnut is being dragged out again to cover publishers' inability or unwillingness to resolve the issue.

For almost as long as I have been inviting publishers to meet and discuss such issues, they seem to have been hiding behind this 'unite or die' scenario. Let us put a stop to this charade once and for all.

Some things in life are desirable but can never happen and this is a case in point.

I could go on to point out the times it has been explored, nay even tried, only to founder. Sorry guys; this is one of those times it can't work and it is no good passing the buck back to the indies rather than have the courage to address the issue.

We all know now it can't work and to be honest it would be a waste of time elaborating on the many reasons why it'll never happen.

So why not accept my invitation which has been on offer for as long as they have been hiding behind this excuse and let everyone sit around the table and find a solution that could work. Or could I be asking them to put themselves out rather than point the finger at the weakest link?

Clive Bishop,
NASCR

"Fantastic"

JUST WANTED to say that I thought your latest issue of *MCV* was fantastic. Never have I spent so much time reading it when I should be working. Some top-notch articles and letters last week. Well done.

Chris King,
Managing Director,
Wingnut Designs
Biddisham

"Cheap shots"

Highbury editor cries foul over MCV's review of P2, but gets his own back via the mag's strange mascot...

I HAVE to say that I'm a little disappointed with your 'review' of *P2* in the latest *MCV*. The team here all worked bloody hard to try and create something a little different to all the other PS2 titles out there, and rather than genuinely analysing the publication as a whole, all the writer who supposedly 'read' our magazine has done (the Out On The Town voxpops section is the 'lead feature', is it?) is take the opportunity to poke fun at us.

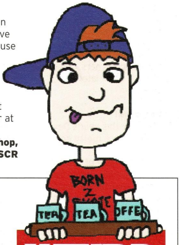
It's hardly a balanced analysis of the publication, and considering you've just been through a redesign yourselves and will be well aware of how much hard work goes into it, I would've thought that you'd be a little more even-handed.

Don't get me wrong, I'm all in favour of criticism, provided that it's constructive, and we've had a fair bit of that from just about everyone in the industry that I've spoken to since the redesign - both positive and negative. I guess I just expected a little more balance from the industry magazine.

Whenever we review a game, we try and consider the age and interests of the target audience of the product; perhaps you should consider the same when 'reviewing' a consumer magazine, rather than just taking cheap shots?

Anyway, rant over. To show there's no hard feelings, and as you lot seemed to like one of our editorial characters so much, I thought we'd get him to do an equally well-researched and balanced review of your new design... enjoy! *(see right)*

Roy Kimber,
Editor,
P2 Magazine



WEIRD WORK EXPERIENCE KID SAYS:

"WHAT'S WITH ALL THE LONG, DULL BLOCKS OF TEXT AND ALL THE GREY COLOURS IN MCV? I TRIED TO READ IT... AND I JUST FELL ASLEEP!"

[QUOTE OF THE WEEK]

> *We are elated with the launch of PSP - there was a lot of hard work from everyone involved and the support from retail was fantastic.*
> **Ray Maguire P5**

OFF THE RECORD

Off The Record takes a look at the burning issues in the gaming industry as we ask: Will Northerners swap their PSPs for crack? Who was the Aussie studio boss brought to his knees after the Develop Awards? And should women be allowed near online video games? Complaints to the usual address...

SEND YOUR COMMENTS TO OFFTHERECORD@INTENTMEDIA.CO.UK

Whim up North

The North of England is famed for many things: poverty, depression, unemployment, scabies. But now at least all those cold, hard years of selling *The Big Issue* appear to have paid off. According to research from Comet, more people 'oop North' picked up Sony's PSP on day one than other part of the country. Comet is therefore claiming that Northerners are more 'savvy'. Or is it actually because the Southerners had already bought one on import, because a) they're richer and b) they have the Internet down there? And at least Southerners won't swap theirs a week later for smack.

Pub crawl

We know this year's Develop Awards were pretty good, but for one attendee it was literally a case of being rendered speechless. Said 'senior industry professional' was spotted crawling into a venue on his hands and knees, shuffling up to a young lady and, unable to speak, resorted to lunging and, somewhat suspiciously, throwing his wallet at her. Marvel at man, stripped of all dignity and civilisation, reduced to the instinctual twin driving factors of 'breasts' and 'have money'. Sadly for this well-known Aussie studio head, this wasn't the usual massage parlour. Rather, the foyer of the Hilton next to the Business Design Centre. And the girl was an employee of Intent Media. Whoops!

Women: know your limits

Ubisoft has revealed the final line up of the Frag Dolls UK, a five-strong band of girl gamers chosen to show that the fairer sex can, believe it or not, take their minds off shoes for long enough to pick up a control pad. Male readers will be pleased to note that there's even a couple of good looking ones in there, dispelling the myth that female online gamers are vast, heavy metal- loving brutes. What next for female kind? The vote? Decent jobs? Germaine Greer would be proud.

> *The fairer sex can, believe it or not, take their minds off shoes for long enough to pick up a control pad.*

City of losers

Last week's NCSoft Europe party to celebrate the impending release of *City of Villains* meant that MMO gamers were forced to leave the comfort of their sweaty porn dens to experience the real world. Pictured left is Cryptic Studios' boss Jack Emmert, who looks thrilled at the prospect of another photo opportunity. And peering over his shoulder is NCSoft's biggest fan, having just slipped on something at the last minute. We realise it's tough to drag yourself away after an intense 50-hour session of levelling up, but she could have at least made an effort.

Your route to stardom

Any company bosses wishing to get out of the rat race would be well advised to audition for Eidos' latest *Hitman* ad. They're after someone in his 'early 40s, balding, dark, hairy and slightly overweight' for the evil mob boss character. With a sinister look and amoral outlook a necessity, many games industry MDs will be perfect for the role. Any developers hoping to get their 15 minutes of fame will be disappointed to hear the criteria for the role of the Hitman - they're after someone 'tall, hard and rugby built'. Unlucky, chaps.

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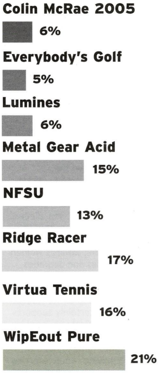
PSP GAMES

Q Which is the best of the PSP launch titles?



Total number of votes cast: **3,764**

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Intent Media specialises in trade titles for entertainment and leisure markets. As well as *MCV*, Intent publishes **PC Retail** for retailers and suppliers to the computer trade, **Develop Magazine** for games programmers, producers and artists and **ToyNews** for all sectors of the toy industry.

Intent launched its fifth trade magazine, **Mobile Entertainment**, earlier this year.
For more information go to
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MCV

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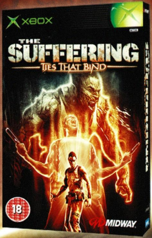
GAME PROFILE

TITLE	THE SUFFERING: TIES THAT BIND
PLATFORMS	PLAYSTATION 2, XBOX, PC
GENRE	ACTION/HORROR
PUBLISHER	MIDWAY
DEVELOPER	SURREAL SOFTWARE (MIDWAY)
AGE RATINGS	18 BBFC, 18+ PEGI
RELEASE DATE	OCTOBER 2005

WWW.SUFFERINGTIESTHATBIND.COM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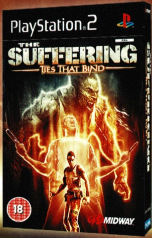
18
MIDWAY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MIDWAY
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